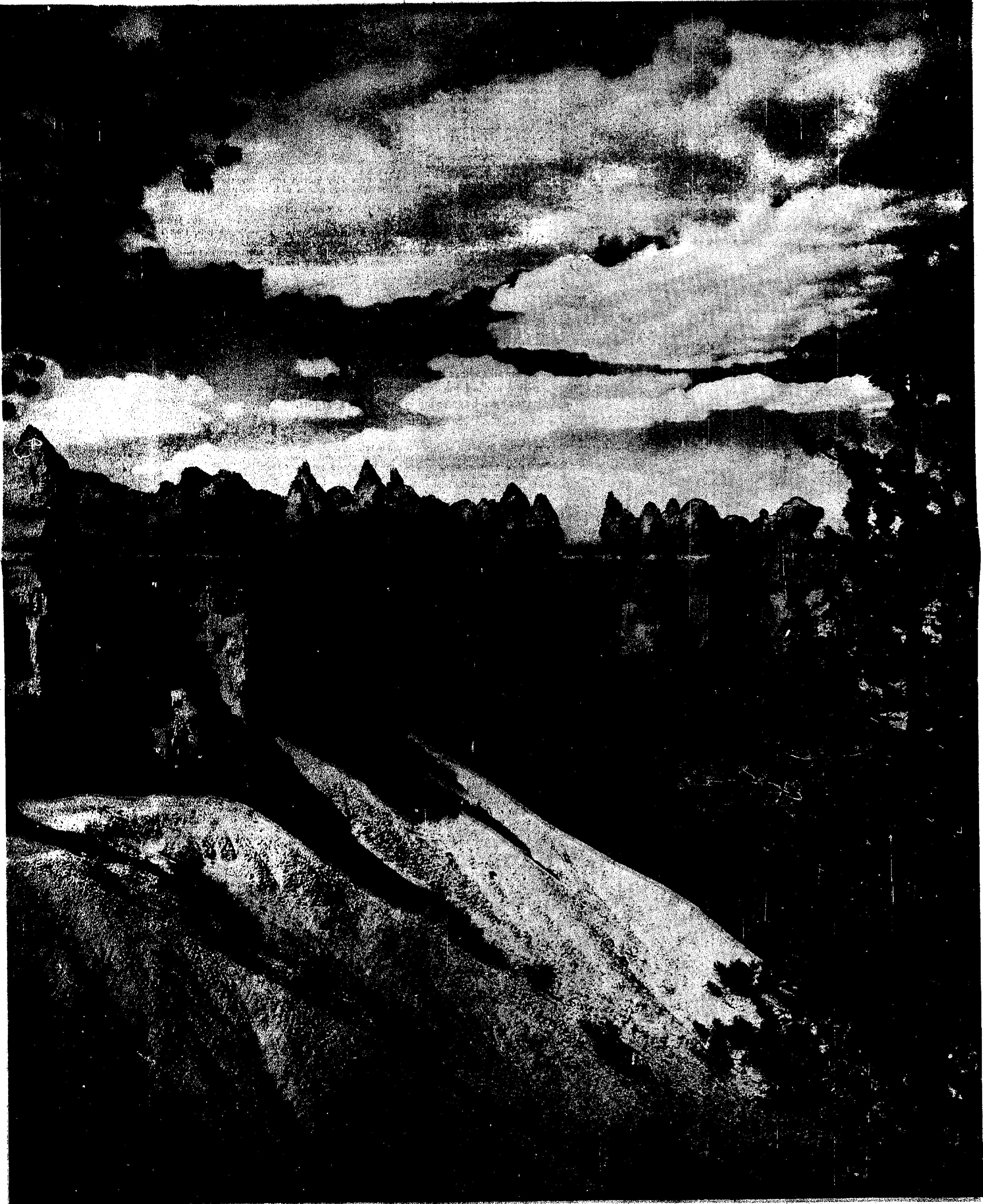


Press-Telegram  
*Southland*

LONG BEACH, CALIFORNIA, SUNDAY, NOVEMBER 13, 1949

MAGAZINE  
Section



—Photo Courtesy Union Pacific Railroad.

## BRYCE CANYON

Like petrified lace, row upon row of slender rock walls of unbelievable hues and in fantastic shapes rise in Bryce Canyon National Park, scenic area in southern Utah.

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VOL. 2 No. 41

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*Member*  
**PACIFIC SUNDAY  
MAGAZINES**  
FRED TAYLOR KRAFT,  
Managing Editor



# Ranch of the *Kissing Horse*

By Vera Williams



Flo-Flo, daughter of Urbain Henry Plavan, gets a kiss from Robin at corral on her father's ranch. Plavan says Robin is "kissingest" horse he ever saw.



Flo-Flo Plavan forks out hay for some of the horses on the ranch which is but short distance from Huntington Beach. Plavan enjoys horses, make pets of them.



West Winds, two-year-old youngster on the Plavan ranch, receives offer of oats from his owner. Plavan hopes that West Winds will win Kentucky Derby.

It's two miles from the ocean, inland from Huntington Beach but it combines the best features of an old-time Western stock ranch and a stable in the Kentucky blue grass country.

It's the Urbain Henry Plavan ranch, 80 acres in size, and one of the quietest, pleasantest spots in Southern California. It's the home of Robin, the kissing horse.

Plavan, rancher and horse-lover extraordinary, breeds and trains thoroughbreds which he races on tracks over the nation. He has bred and trained 36 horses, of which he has raced 24.

Urge Me, now 14 years old, his favorite, has won 24 races and placed in 24 more.

With only a little persuasion, Plavan will produce photographs of his horses winning races, and his horses in the winning circles, with floral horseshoes around their necks.

Urge Me is the mother of two colts, both of which now are at the Plavan Ranch. One is West Winds, a 2-year-old which Plavan proudly thinks will be a Kentucky Derby win-



Here Urge Me, Plavan ranch favorite who foaled West Winds, is shown with Dude, newest offspring.



"Maybe he's got a lump of sugar!" Two of the Plavans' horses poke noses inquiringly toward the photographer.

ner, and Dude, a 4-month-old colt.

PLAVAN'S daughter, Flo-Flo, can summon any horse on the ranch by calling it by name and clapping her

hands.

"Our horses aren't just runners—they're pets, too," says Plavan.

Robin is one of these blood-ed pets and is the "kissingest"

horse the breeder ever has known. Robin is of an especially affectionate nature and will kiss any visitor, although he rather would kiss Flo-Flo than anybody else.

In addition to thoroughbreds, Plavan raises chickens and peacocks and grows lima beans, alfalfa, sugar beets, cabbage, peppers and celery. It's quite a ranch.

## Link With the *Prehistoric* Past

Behemoths whose bulk would stagger the imagination stalked the Southland ages ago. Their bones have been found in the La Brea tar pits.

By Ruth Reece

A VISITOR today at the La Brea tar pits would view from an observation station some dismal black bogs, where oil and tar bubble slowly to the surface. But had he visited this same spot 10,000 possibly 100,000 years ago, he would have found wooded areas, instead of the plains, where pine, juniper and spruce grew upward through lush grasses.

Here stalked great animals foraging for food. Nothing like them exists today and their huge, lumbering bulks stagger the imagination. The clumsy, imperial mammoth, 12 to 15 feet high at the shoulder, towered over the mighty mastodon, while the giant ground sloth and the flesh-eating bear, the lion and the saber-toothed tiger shared the deep forests with big birds, one a condor-like vulture with a wing spread of 12 feet or more.

Coming to a pool to drink, the unwary creature stepped into the shallow water or was pushed in by another thirsty animal. And then tragedy struck! For beneath the five or six inches of water was the sticky tar of what is known today as the La Brea tar pits.

The frantic screams of the beast, trapped in the tar, attracted other huge, flesh-eating animals, who jumped in to enjoy an easy meal, only to meet the same fate. Their feet were stuck and there was no escape.

BIRDS, alighting on the surface of the water, were caught by the feet and wings and died of hunger and their bodies sank down into the tar. Through the ages, animals con-

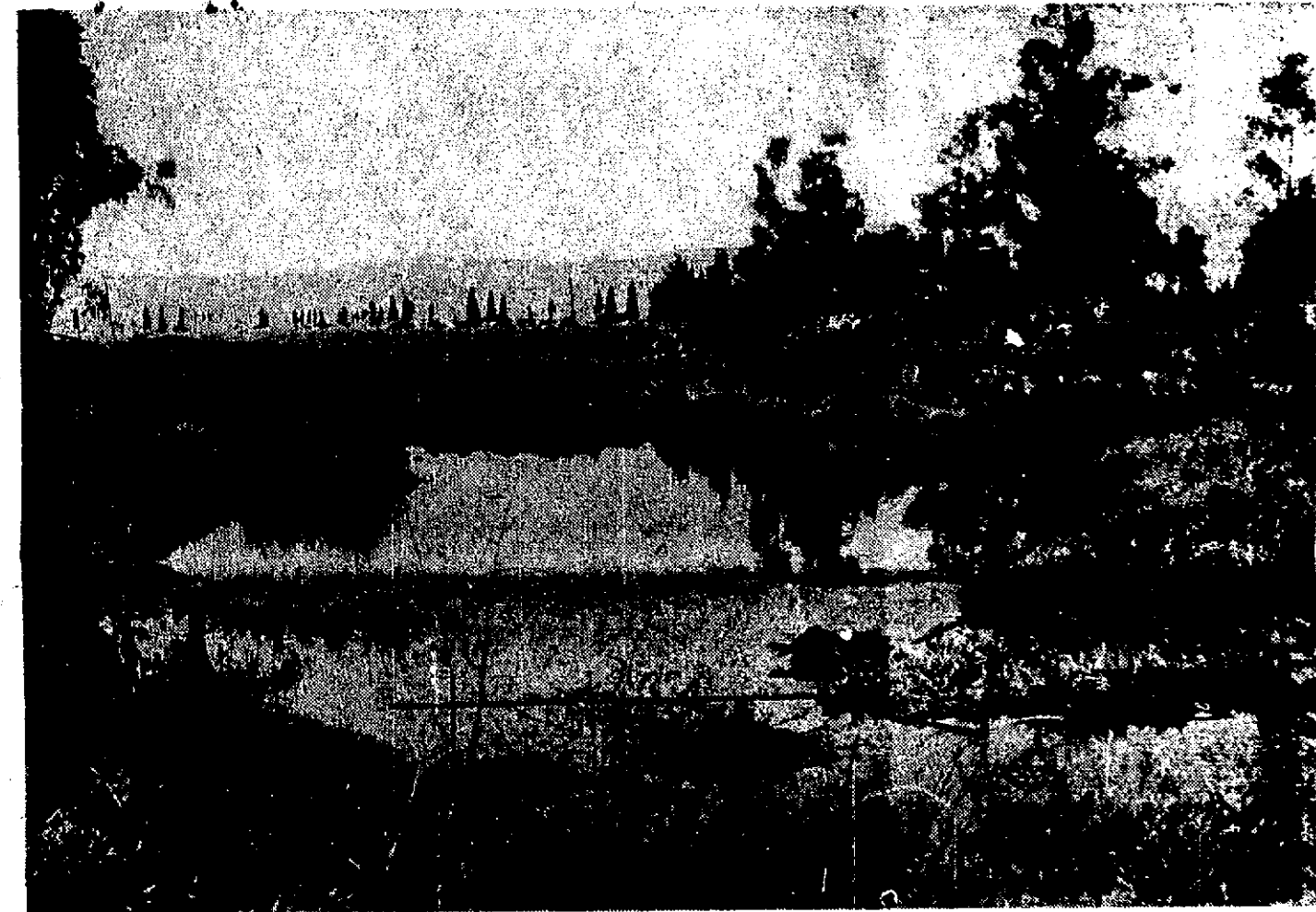
tinued to be caught in the cruel mire. The flesh dried away but the bones were preserved by the asphalt.

Little more than an hour's ride from Long Beach, La Brea tar pits are well worth visiting. An observation station has been erected which permits visitors to view the bones and skulls of prehistoric animals as they occurred in the asphalt. Also being contemplated is a setting of the original flora; the trees, shrubs and plants that grew in the region during the early times. There also will be life-sized restorations of a number of the animals which roamed through the tall trees during that time.

The first historical notation of these tar seeps was first recorded by Gaspar de Portola in his diary of the Portola California Expedition of 1769-1770. A second early report of the tar pits was made by Jose Martinez in the journal of his expedition to California in 1792.

The first map revealing the exact position of the tar pits was made in 1849. This showed the Los Angeles plains and vicinity, and the tar pits are located at a point several miles west of Los Angeles and south of the gap in the mountains now known as Cahuenga Pass. The name Rancho La Brea referred originally to an old Mexican land grant in that area, but today is understood to apply only to the ground on which the fossil-bearing asphalt beds are located.

THE INDIANS used the tar for waterproofing the roofs of their huts, as did the early Spanish settlers. Later,



The La Brea tar pits are little more than an hour's ride from Long Beach. An observation station permits visitors to view the bones as found in asphalt.

the land came into the possession of Maj. G. Allan Hancock, an oil magnate, who refined the asphalt for commercial purposes, at which time he had great piles of the prehistoric bones removed and burned, not realizing their value to science.

Then one day he came across a 9½ inch tooth which he gave to an amateur paleontologist, William Denton, who identified it as belonging to one of the big saber-tooth tigers, long extinct.

That was in 1875, and Denton also secured the bones and teeth of a fossil horse as well as other prehistoric animal and bird remains and published a statement of his find, but his

account seems to have escaped notice and no interest in the occurrence was taken by scientists until 1905 when an oil geologist, W. W. Orcutt, sent specimens to the University of California at Berkeley.

This set off a scramble of paleontological expeditions and, in 1915, when excavations ended, the Los Angeles Museum of History alone had collected some 600,000 specimens.

The 32-acre Hancock Park, on the north side of Wilshire Blvd. between W. Sixth St., Curson Ave., and Ogden Dr., which contains La Brea tar pits, was given to the County of Los Angeles in 1916 by Maj. Hancock, with the request that the

scientific features of the site be exhibited and preserved.

Individuals of the dog family, such as wolves, coyotes and foxes are found more abundantly than any other mammals among the remains of the tar pits. The cat family comes second. Among the bears discovered in the fossil record are three distinct types. Smaller carnivorous mammals discovered were the skunks, weasels, badgers, rabbits, hares, tapirs, deer, and antelope.

THE PRESENCE of herds of horses in the vicinity of the tar pits is proven by the numerous remains of these ani-

(Continued on Page 9.)

*Beautiful resting place for loved ones*

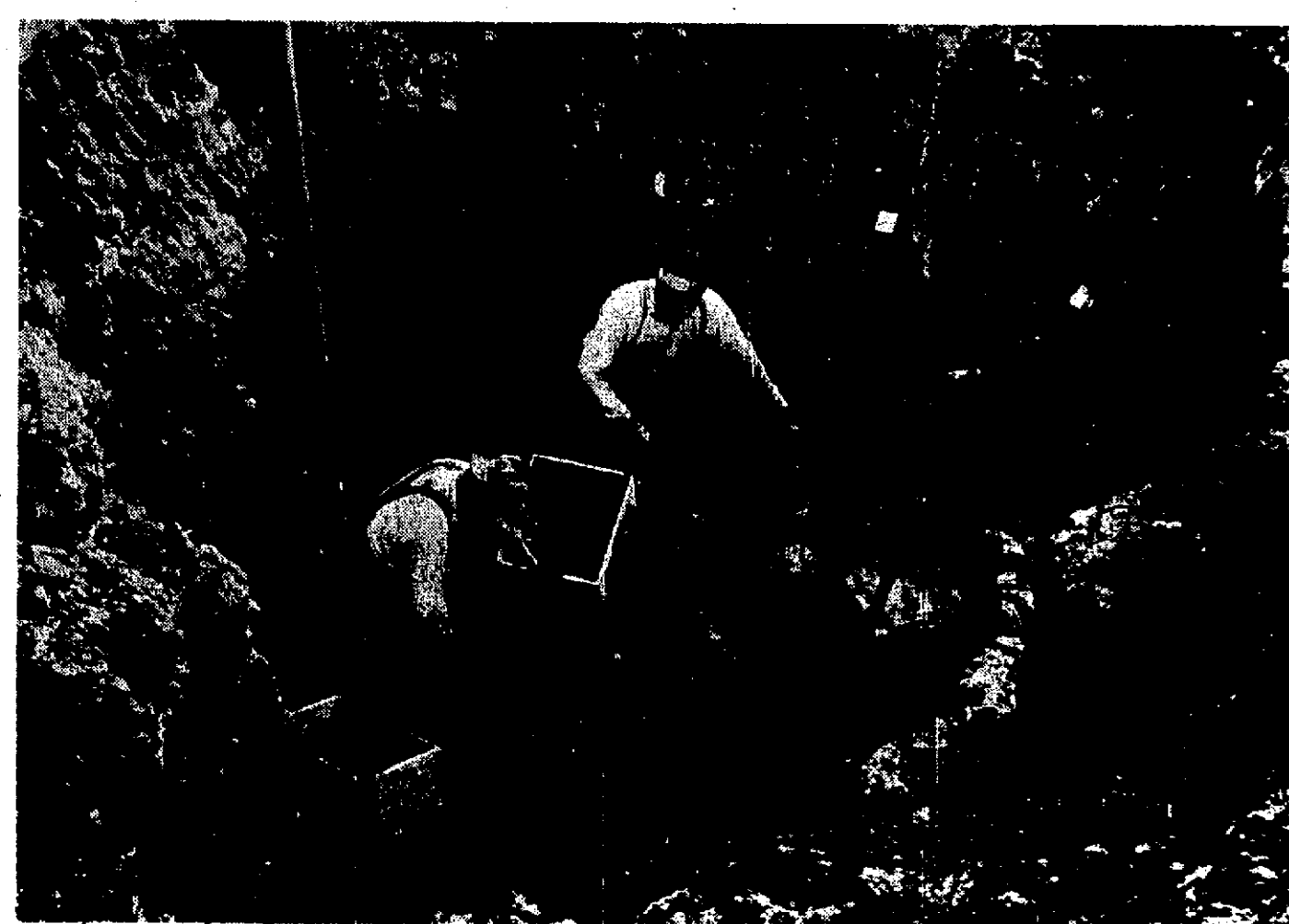
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CEMETERY MAUSOLEUM-CREMATORY



Trapped to die in tar which seeped from the earth, prehistoric animals left their bones in La Brea Tar Pits. Science now digs for these bones (above).



Bones of the clumsy imperial mammoth, 12 to 15 feet high at the shoulder, have been taken from the La Brea pits since first excavations were started.

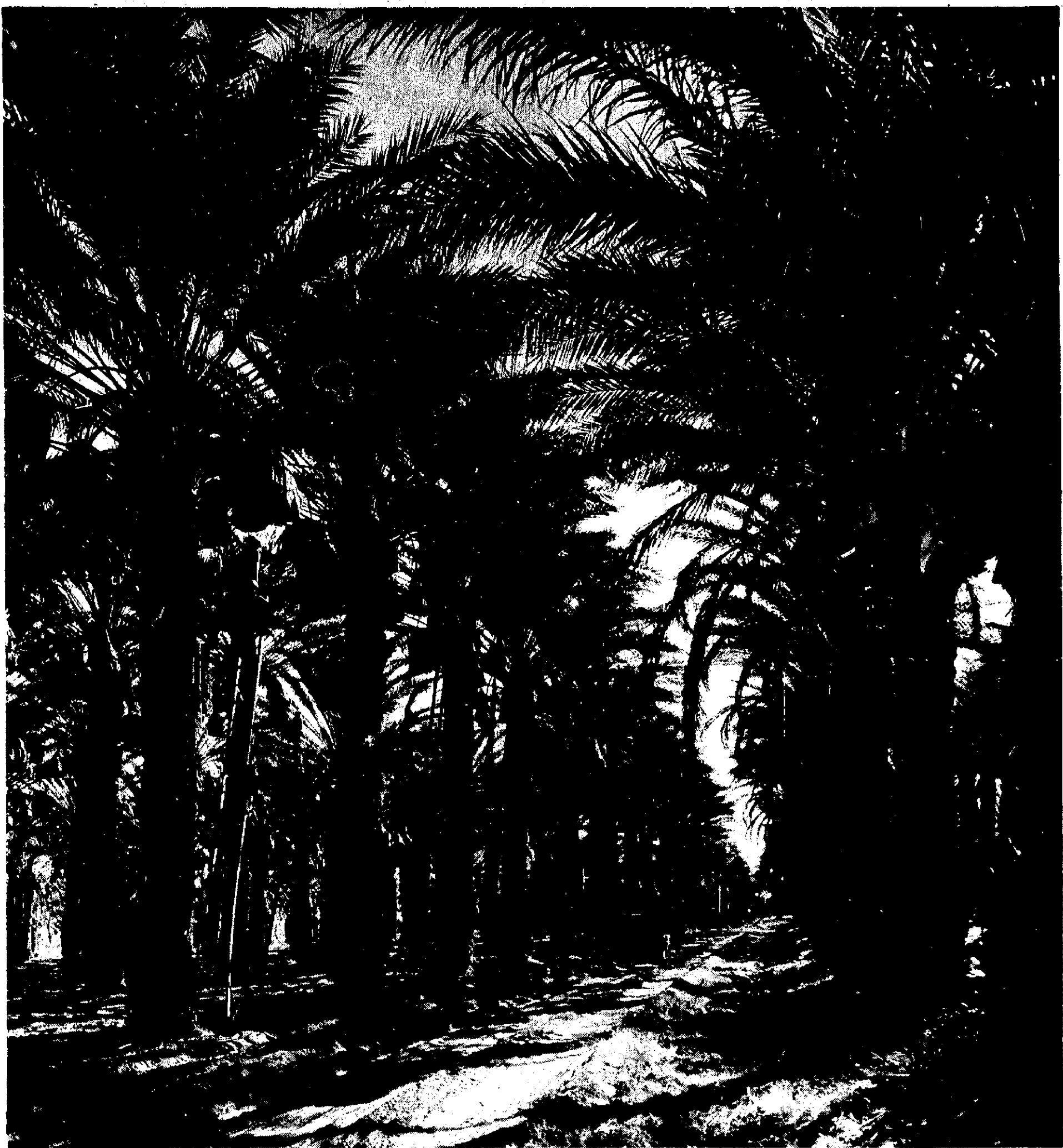


# Date Harvest

Date culture in the Coachella Valley received its first serious start in 1890 when the United States sent plant explorers to the far-off date gardens of the Old World. There they inspected Babylonian and Arabian varieties which had been developed over a period of centuries. Arabs were unco-operative in the venture, perhaps because dates are sacred to Mohammedans or because it was sensed that a competitor was in the making. Despite this, the Americans succeeded in obtaining offshoots from the finest varieties, even though some had to be started back to California under the cover of night and one plant explorer left a civil war raging in his wake. From this humble beginning the giant California date industry has grown until now it boasts an estimated 1000 acres of dates under cultivation with more trees starting to bear each year.



When a date palm reaches maturity and bears a full load of fruit it looks like the tree pictured above. A full load of dates is about 14 bunches. Dates are the "wonder of the wastelands."

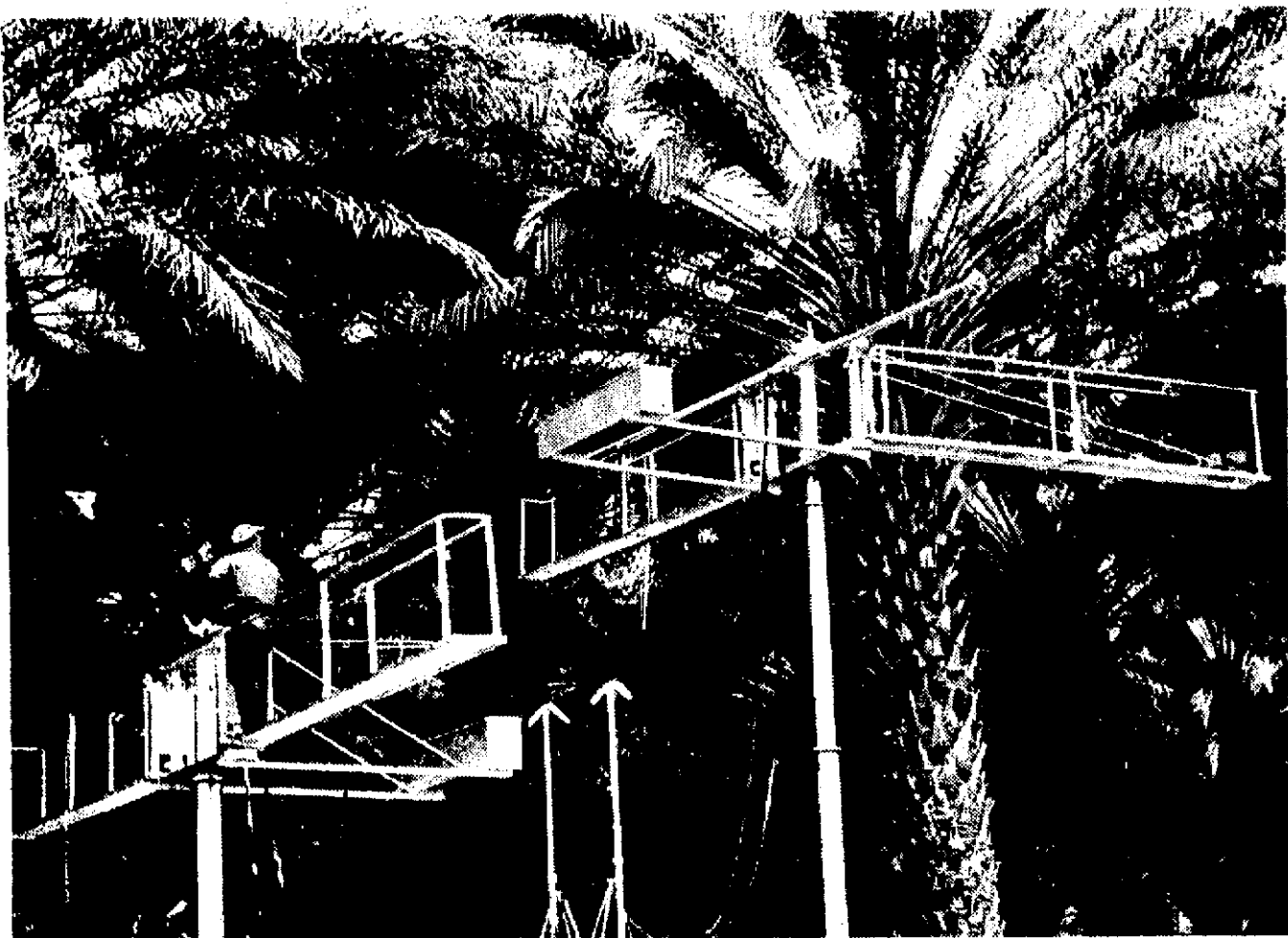


Ladder picking begins in a date grove. As the palms get older, long "fire" ladders are used for harvest. All fruit in cluster doesn't ripen at once, pickers must retrace steps repeatedly.



—Photos Courtesy India Chamber of Commerce.

Top thrill for the visitor to the vast palm groves of the desert is to sample the sun-sweetened, tree-ripened fruit, as this girl on the ladder is doing.

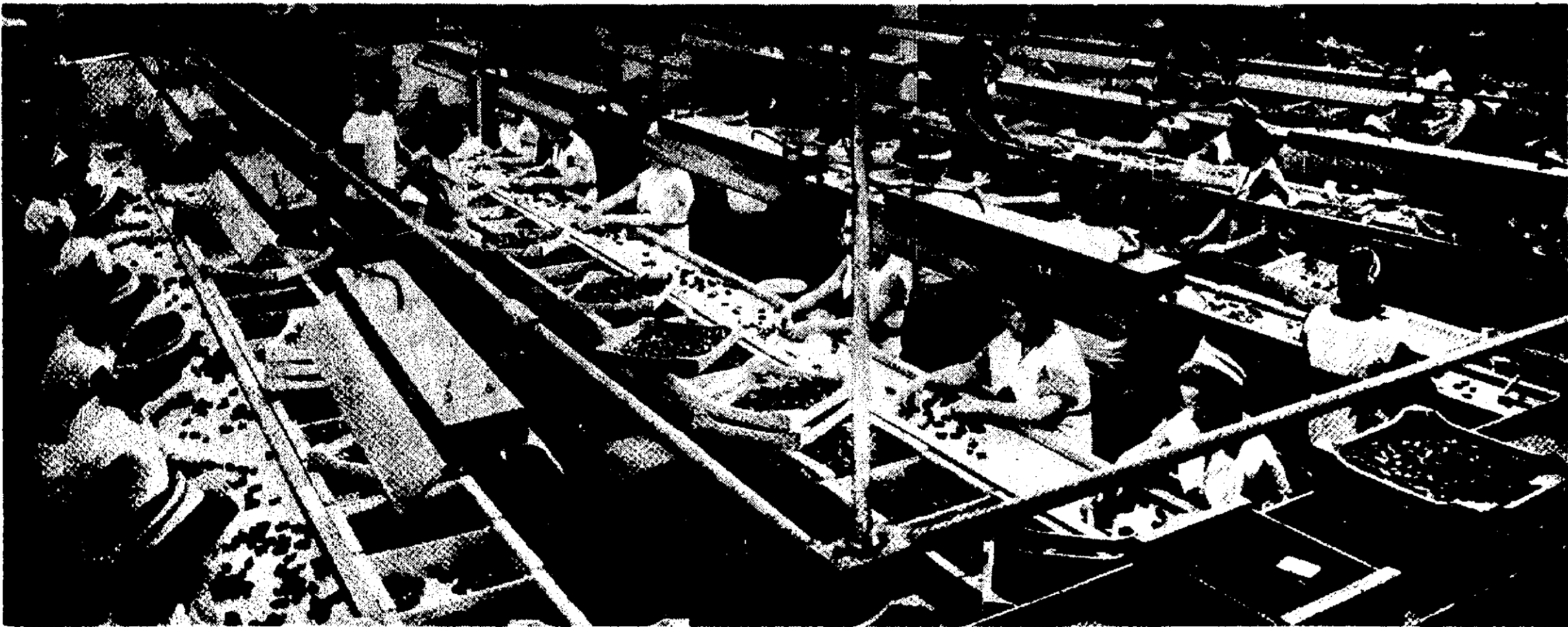


Elevator picking is practiced in the tallest trees. Some pickers are 60 feet up on an elevator that travels between rows. Catwalks swing in and out.



—Photos Courtesy India Chamber of Commerce.

A worker gathers male pollen to be used to pollinate female trees. Pollen may be stored from year to year.



—Photo Courtesy United Date Growers of California.

Dates are graded by hand, no mechanical process ever having been found to sort and grade dates and still maintain the highest standards. Trained graders, with an expert eye and educated touch, are at work in desert packing plant.



# 'Go Anywhere' Fashions for 1950



Fine worsted flannel is combined with vestee of import plaid. The hand-tipped collar of the jacket is of same plaid. By Adele.

Flicker: Little jacket of black velveteen with deep down neckline and deep cuffs tops Georgia Key skirt with flowers, sequins.

Here is a Navajo trader adaptation by Arden in a traditional Navajo skirt, embellished with eyelet, ric-rac and ruffle trim.

For an appearance of tall and tailored, Beauville Models has plunge-necked and large-cuffed blouse and inverted-pleat skirt.

The California fashion barometer swings to "fair and warmer"—in the new 1950 cruise and resort collections, the by-word is "go anywhere" fashions. Above, Short N Sweet, a brief coat styled in pristine white doeskin by Country Club Coat Company. Features include shawl collar, raglan sleeves, tulip pockets.

## Camera ANGLE



The brilliant colors of the autumn foliage offer striking material for the Southland camera fans.

By The Shutterbug

**T**HERE are very few of nature's spectacles that are more striking than the turning of the leaves in autumn, even in Southern California. The landscapes that have been quiet all summer suddenly become a blazing creation of red, yellow, and brown. Folks take to the countryside by the thousands to enjoy these few weeks of splendor, and I'm sure all you camera fans pack

along your trusty cameras to record the sight.

Inasmuch as the brilliant coloring of the foliage is the source of all the autumn splendor, your first thought, probably will be to try a roll of color film. Color films work very beautifully on these fall scenes, and you should be immensely pleased with the results. Remember to carefully follow the exposure instructions, so that you capture the colors of the foliage in their true brilliance. The lighting problem is very simple. Since the colors of the scene will give you all the contrast you need, plain front lighting usually works out best.

Autumn scenes can be dramatically photographed with black-and-white film, too. A filter will be especially helpful with black-and-white to create the proper relative contrast between leaves and sky. A medium yellow filter, such as a K-2, which can be used with regular chrome-type, black-and-white film, will lighten the brilliant leaves, and darken the sky behind them. The orange and red filters will give even

more dramatic results, but they should be used with the panchromatic types of film. Because it absorbs light, each filter will require some additional exposure. The medium yellow filter, however, requires only about one additional stop opening, say from f16 to f11.

Don't forget the rules of composition on your fall landscapes. Arrange the elements in the picture as pleasingly as you can. Utilize some of the near-by foliage as a frame whenever possible to give your picture depth. People can be worked into the scene very effectively by having them raking the leaves, or just hiking through the pleasant autumn sunshine.

**T**HE fine art of combining two or more negatives to produce one effective picture was given an appreciative nod not long ago with a contest all its own. The prize winning results were displayed by sponsor Remington Rand at the National Photographic Show in New York. Many a scurrying camera fan stopped for a second and closer look at the ingenuity and technique which went into these combinations.

The national response indicates a healthy interest in this phase of enlarging work.

Adding clouds was the second largest classification and the one most familiar to picture makers. A perfect example was the second place prize winner, the work of Audrey Bodine of Baltimore. But the mistakes possible in this class were in evidence too. Like shooting an overhead cloud originally and placing it on the horizon in the finished print.

Dr. William Small of Newburgh, N. Y., combined two snow scenes with artistic talent to win top honors. But the eye-catcher of them all went to Robert Bohlen of Westwood, N. J., third prize winner. He pictured an egg on a plate, sunny side up. Superimposed on the yolk was a self-portrait of his own eye. Its title, "The Egg and Eye."

**A**NSCO has come out with a new accessory set for its f3.5 Automatic Reflex camera. The set includes a sunshade, adapter ring, filler ring, retaining ring, Ansco UV-16 and Conversion No. 11 filters for color photography, red, yellow and green filters for black and white photography, and Ansco 1 and 2 portrait lenses. The adapter ring with its accessories makes possible the use of filters and portrait lens in combination, if desired. Space is provided in the genuine leather case for additional filters.

## Ask the Library!

By Frances Henselman

**D**ICK LANDES, aged 9, wanted to identify some seashells recently. Mrs. Marjorie Connors and her daughter Patricia wanted ideas for an old-fashioned girl's costume; an unknown youngster acquired a hamster and needed to know what to feed it. All of them turned to books for their answers—books available at their neighborhood public library. During the same week hundreds of other youngsters visited public and school libraries for answers to questions unrelated to school assignments.

Long Beach children know where to go for fact and fantasy. Last year 1,150,947 children's books were borrowed for home reading from our school and public libraries. If a book was in great demand, probably two or three youngsters read it before it was returned to the library.

What do books give our children? Are they better off for having read "King Arthur," "Robin Hood" and "Little Women"? Child psychologists report that children who enjoy reading seldom get into trouble—not because they are busy reading, but because their imaginations are kindled to creative rather than destructive activity. Or they may have adopted a book hero's code of behavior, since readers often identify themselves with characters read about.

Very early our youngsters discover adventure and information between book covers. Long Beach is one of a handful of cities its size with libraries in its elementary schools.

Miss Edna Anderson, supervisor of school libraries, reports that pupils in all grades visit their libraries at least once a week. This early introduction to books opens young minds to wider horizons; and as they become skilled in reading, they become adept in putting that skill to work. In their libraries they discover resources for creative personal lives and fact-finding techniques which will serve democracy well.

**H**OW are the books selected? Miss Helen Fuller, supervisor of work with boys and girls at the public library, reports that in picture books, children's librarians look for imagination, freshness of treatment, originality and whether the book conforms to the natural world of children. Other books are required to have good character delineation and development, reality, a well-constructed plot and beauty of expression. Beyond this the selection problem is increasingly difficult, Miss Fuller reports, because never before has such a quantity of fine children's books been available. Often the question now is which good book to reject—a choice which can ruin a librarian's day.

But proper selection is just the first step in filling children's book needs. In a day in the main library children's room, one might meet a P.T.A. reading chairman, Girl Scout and Camp Fire Girl group

leaders, Scouts preparing for merit badge examinations, teachers and parents. An entire school class may come in for an hour, or if it's Saturday, a story hour for elementary school youngsters may draw a crowd. On week days as soon as school closes, young readers will arrive in a swarm which buzzes in and out until the 5:30 closing hour.

An observer visiting a pre-school story hour some morning in a branch library can watch youngsters from 3 to 5 listen wide-eyed to a series of exciting, amusing tales, expertly told. In another part of the library, mothers will be discussing child care while some of them are deciding to take home books from the parent-education shelf. At the close of the program both their offspring and the librarian help them select stories to be read aloud at home.

The contribution of books to the life of a child is celebrated annually during National Children's Book Week. This year the observance of Book Week, Nov. 13-19, will be noted locally with special exhibits and a Book Fair to be presented Wednesday evening, Nov. 16, at Alamitos Branch Library. Youth group leaders and parent-education groups are joining school and public libraries



Patricia, daughter of Mrs. Marguerite M. Connors, 5425 Sereno Dr., leaves library in costume after story hour.

ians in celebrating under the slogan, "Make Friends With Books." The public is invited. Miss Lois Fannin, assistant

supervisor of school libraries, and Miss Fuller have compiled a list of highly recommended new books to mark the event.



Library books enable Dick Landes to identify new shells in his collection. He is son of Mr. and Mrs. Loyd Landes.



Joan Wilson will be three in December but she already has the library habit. She and her mother, Mrs. Harry E. Wilson, attend weekly pre-school story hours.

Press-Telegram Southland Magazine

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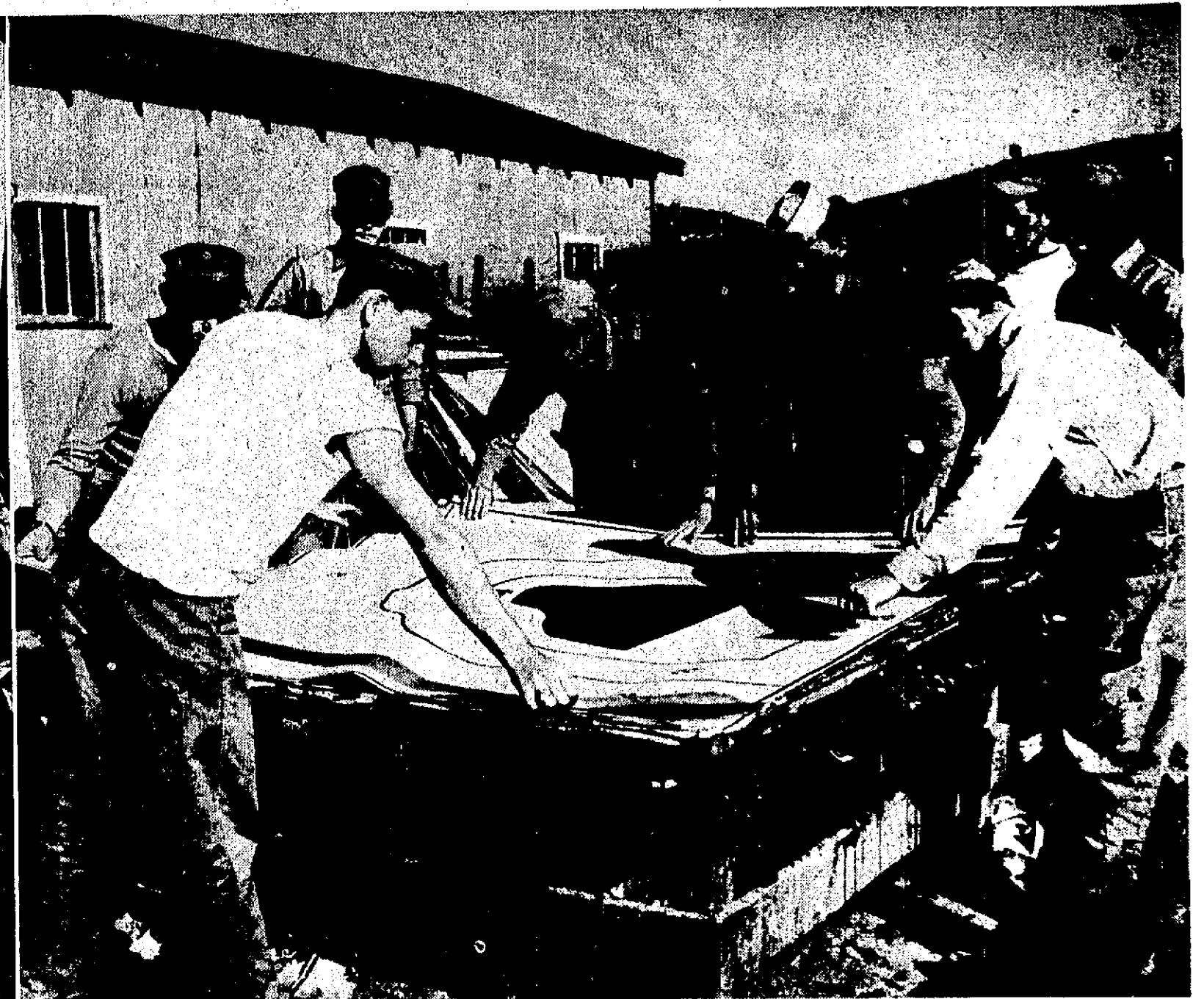


# Marines Can Shoot!

For a hunter to fire at a target and miss might mean going home with an empty bag. For a Marine to miss might mean his life. Knowing battles may be won or lost because of the quality of its marksmen, the Marine Corps has ordered that its men re-qualify with rifle and pistol each year. Flying Marines of El Toro annually trek to Camp Matthews rifle range to undergo rigorous weapons training. From the colonel down to private each man takes the course. When each leaves the range after a strenuous two weeks, he's again ready to meet any challenge calling for gun skills.



Flying Marines from El Toro Air Station in Orange County are coached in aiming of the rifle and how to squeeze trigger properly. Sgt. Willard B. Dunn explains fundamentals to the men.



Marines assemble targets at Camp Matthews for next day's firing. Target in above photo represents head, shoulders silhouette of man.



Ranges require lots of work. Here, Ray A. Patrick and S-Sgt. Samuel F. Nixon make up some targets.



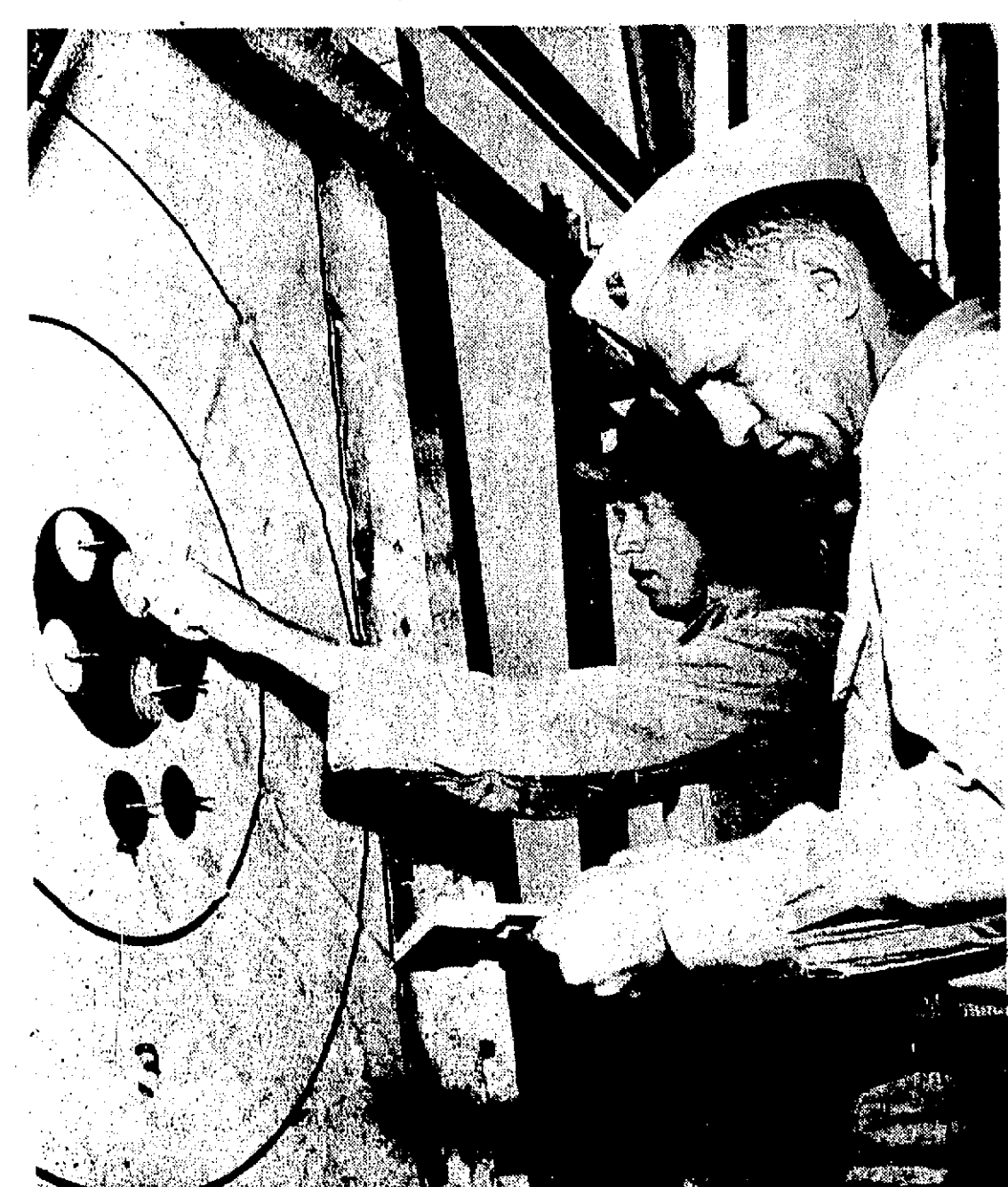
Before firing sights are blackened to aid marksmanship. Shown here are M-Sgt. Charles J. Lecault, S-Sgt. Ernest F. Puls, T-Sgt. Elra Ellis.



A group of El Toro officers requalify with pistols that flying officers, enlisted pilots carry in planes.



El Toro Marines line up for firing at Camp Matthews. Here riflemen are firing in difficult offhand position.



A well-placed group of shots is "spotted" on target by Pfc. Richard Chirchwell and Capt. Robert H. Nuess.



When firing is over, then comes more work. Each weapon must be cleaned thoroughly to remove powder chemical, preserve gun.

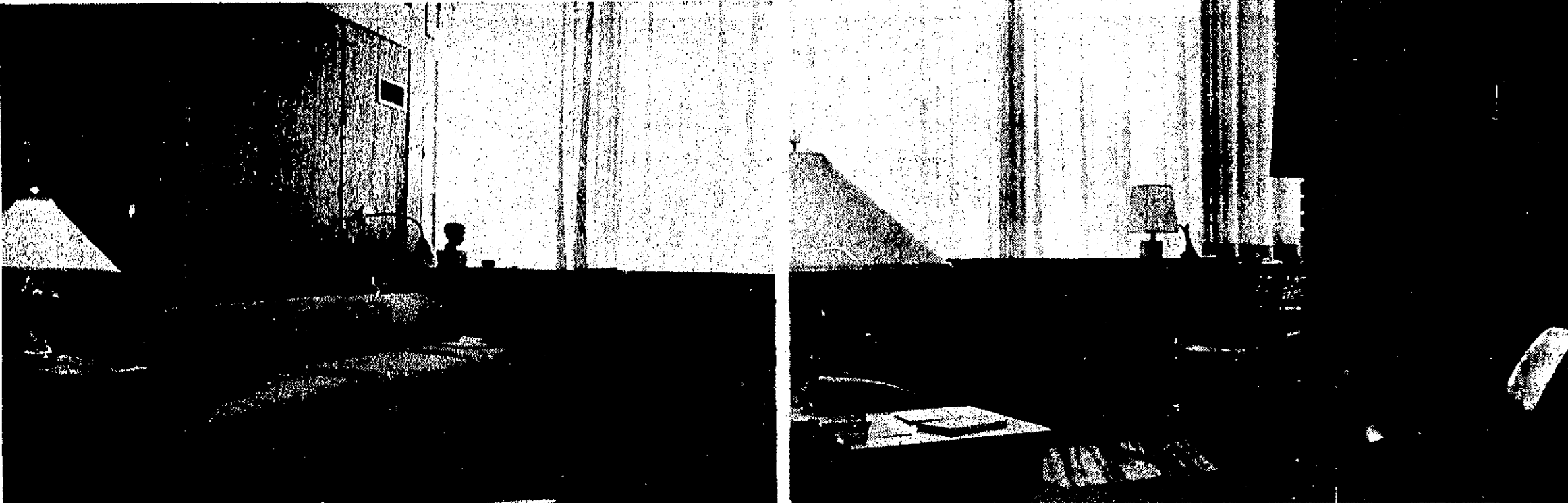


# HOUSE IN Naples



Large-leaved vines trail over a lattice grill which shields the front door of the home of Mr. and Mrs. Thomas Russell. The front wall is of plate glass.

—Photos by Marvin Rand



Tall windows in living room have openings along the side to provide ventilation. Bookcase is surmounted by narrow shelf for magazines.

The long bookcase creates a sense of seclusion under the corner window which looks out upon the bay. Note cozy seat on raised hearth.

play in, a studio for hobbies and work to be provided, a dark room, a minimum-work kitchen and other requirements of a family of three.

To create a sense of extended space on a limited lot was important. Opening out to a garden and sky would help, with a concentration of glass on the front and back for light. Limited windows on the side yards would be good for privacy.

With these things in mind the Russells created a house with meaning and imagination.

The entrance porch is shielded from the street by lush plants and a tall grill where a giant honeysuckle winds its way upward to give a rich green pattern of foliage.

ONE of the more contemporary houses in Long Beach is the home of Thomas Russell, architect, and Virginia Russell, landscape architect, at 33 The Colonnade. The home of Mr. and Mrs. Russell is contemporary because of the reasonable and effective way the following problems were solved:

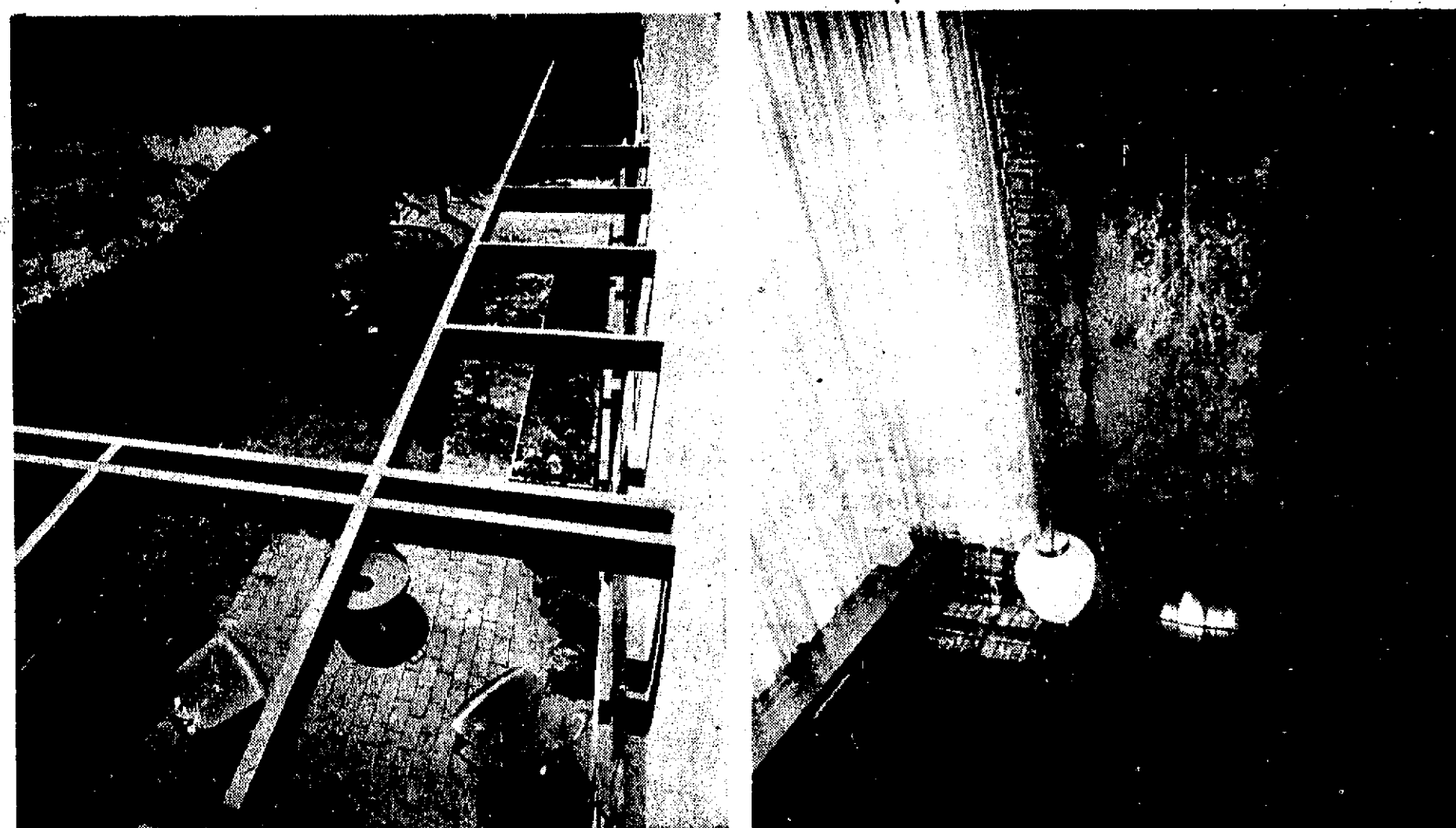
1. Small lot—25x80 feet.
2. Future adjacent houses six feet away with possible cause of noise and lack of light.
3. Close relationship to street—10-foot setback.

In addition, there was a view of the bay to be considered, garden for the Russell son to

ENTERING one looks directly into a small garden where an old olive tree is the dominant feature. A curving grape-stake fence surrounds the patio.

Inside the room there is an airy spaciousness which is achieved by a two-story living room and tall, slender windows which rise to the second floor ceiling. The sky and clouds, sun and stars become part of the room. Taller yet is the fireplace which enhances the feeling of height. A copper hood turned emerald green extends to the ceiling 16 feet above.

The balcony above is surrounded on two sides by a



This view of the patio from studio shows brick paving, dichondra planting, olive tree and grape-stake fence.

Tall copper hood turned emerald green radiates heat in the area of living and dining rooms, studio, kitchen.

studio with book shelves for a railing. The living room extends into the space above yet the clutter of the studio is not visible from the living room below.

The plate glass walls on the street and garden provide an abundance of light especially in the morning when the entire area is filled with a golden warmth.

The dining area, with a low ceiling, and kitchen open directly into a paved area for outdoor

dining. The brick paving extends under the tree and to a sand area for the boy. An open garage faces the sand where he may play and make things.

The boy's room and the deck above looking into the olive tree complete this 1500-square-foot house.

## Need Storage?

By Russell Frank

MANY A home-owner searching for that hunting gear he put in the basement last year, or the waders so carefully hung in the garage—where someone later carelessly let them drop to the floor—can simplify these and other storage problems with a little imagination and elbow grease.

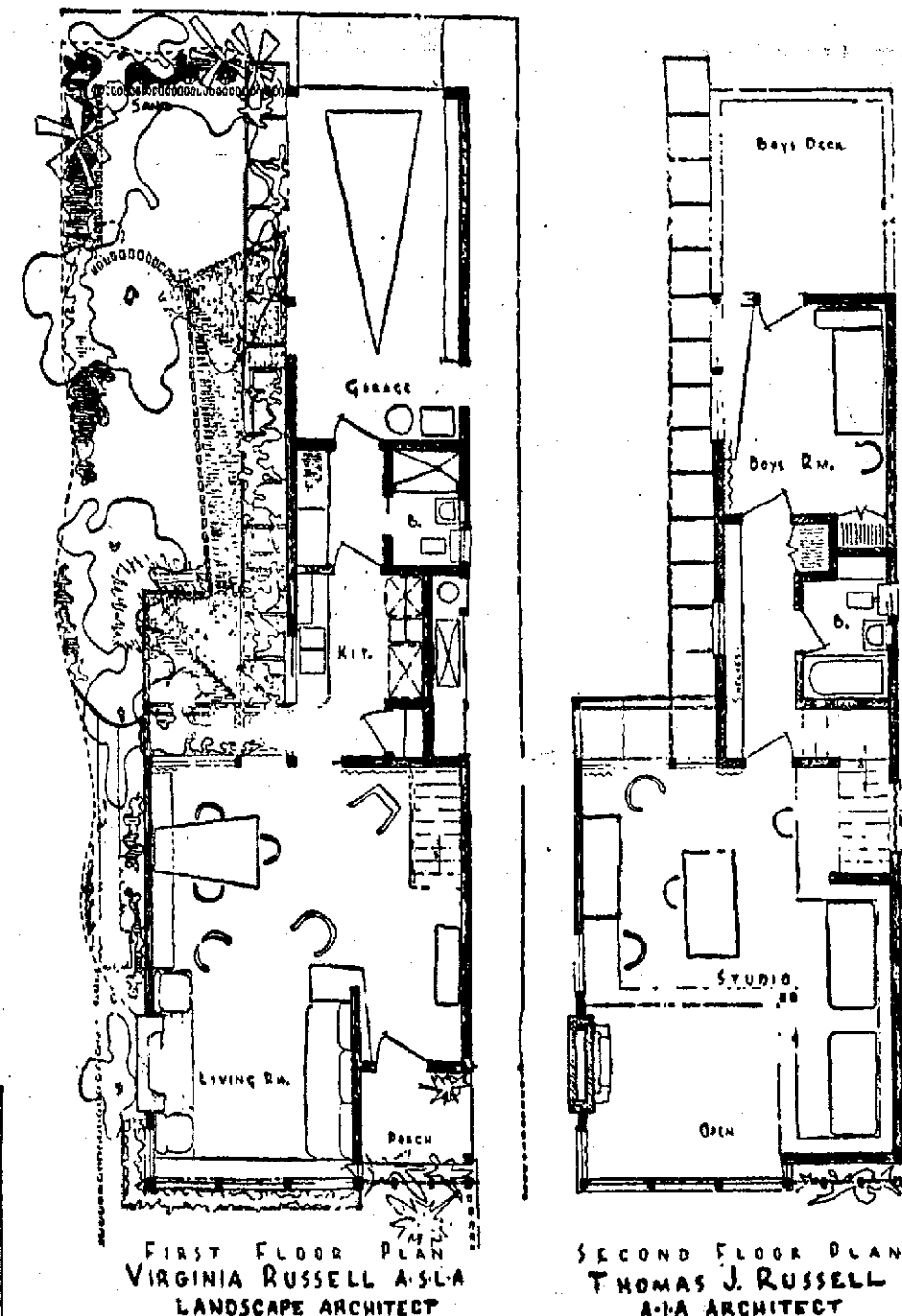
Even though no expert with tools, he can create numerous useful items around the house with little more than a hammer, saw, a small plane and an urge to improve the home.

In the case of fishing equipment, to store such paraphernalia a simple cabinet about six feet high with front and side dimensions of 24 inches by 18 inches can be constructed.

Using plywood throughout makes the cabinet very easy to build. The walls can be cut to size and fitted on a simple frame. The door can run the width of the back and be fastened by hinges. A hasp and lock complete the door.

Top and bottom should be of plywood, and an additional piece can be cut to form a shelf. This should be placed approximately 12 inches from the top for storing fishing flies, boxes of shells and other small articles. Around the interior a notched gun rack can be installed.

Nor should the sportsman stop there. He can turn to domestic needs and build additional overhead cabinets for the kitchen to increase storage space for utensils in less frequent use. Energy, a saw, hammer, plane and plenty of glue and assorted nails can convert a kitchen with insufficient storage space into one where everything has a place and where there is a place for everything.



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LANDSCAPE ARCHITECT

SECOND FLOOR PLAN  
THOMAS J. RUSSELL  
A-A ARCHITECT



Paneled walls of tawny insulation board and a low golden ceiling make up the dining area. Stairway leads to studio on balcony and room of Russells' son.

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# Den Made Convertible



Here is a view of the all-year portion of the den which can be as comfortable on a wintry day as it is in summer when the glass doors to the patio are open.

By Althea Flint

BECAUSE their den proved to be such a popular place, the James A. Pines, 700 Terraine, decided to make it even more useful and enjoyable by adding a patio connected to the den by glass sliding doors. These doors and the large panes of glass flanking them take up an entire wall of the den and replace sealed windows which were in the wall originally.

This large area of glass and the doors have the effect of doubling the size of the den and making the patio far more convenient. A flat roof over the patio is not attached directly to the house, but is supported by steel posts at each of its four corners. The patio thus is sheltered but not completely enclosed. Walls on two sides are short of reaching the roof. They are of combed redwood with flagstone planting boxes at their bases.

Ferns and other tropical plants which grow in the planting boxes decorate not only the patio but the den, because they may be seen through the wall of glass. To contrast with the natural color of the redwood, the roof is painted green. The floor is cement patterned to look like flagstone.

Behind the patio is another courtyard, where a sink and cabinet space are built. The sink tiling is green and the shed roof which projects over it and the cabinets, are of redwood. Built across one wall are tall cabinets used for storing wood and a portable barbecue. This courtyard is completely enclosed by light green walls and is a good place to prepare barbecues, as well as for Tom and Pamela, the Pines' children, to play with their toys.

BETWEEN the patio and a glass door leading into the living room grow lawn and flowers. This door makes it possible to go directly from the living room to garden, patio and den without going through the rest of the house. A central hall leads from the front

door to the den, as well as to the other rooms in the house. In the den a fireplace is built on the wall opposite the glass doors so that this room is as comfortable during cold weather as it is during the summer. The fireplace is a simple one of flagstone, in keeping with the modern decor.

Brass planters in which grow green plants decorate it. Carpeting is gray. Two of the walls are of combed redwood like the outdoor walls, and a third is papered in a green pattern on a beige background. The ceiling is light green. If the wall of glass admits too much light during

Glass sliding doors and flanking panes of glass join the den and patio in the home of Mr. and Mrs. James A. Pine, thus making den convertible to open-air living (above).

the day or interferes with privacy at night, beige curtains can be drawn.

Because a television set is one of the featured attractions of this room, furnishings are planned for easy grouping. A pair of chartreuse love-seats stand on either side of the fireplace. A large coffee table is placed with rose and green chairs.

In the living room, maple furniture is surrounded by blue walls and white ruffled curtains decorate the windows. A portrait of Pamela hangs over the mantel. Settees on either side of the fireplace are covered in a blue floral pattern.



Shingles and plaster are painted gray to offer pleasing contrast in exterior treatment of the J. A. Pine home.



Photos by Jasper Nutter

This sink is placed in an enclosed courtyard in back of the patio to make preparation of barbecued meals out of doors easy. Portable barbecue is used.

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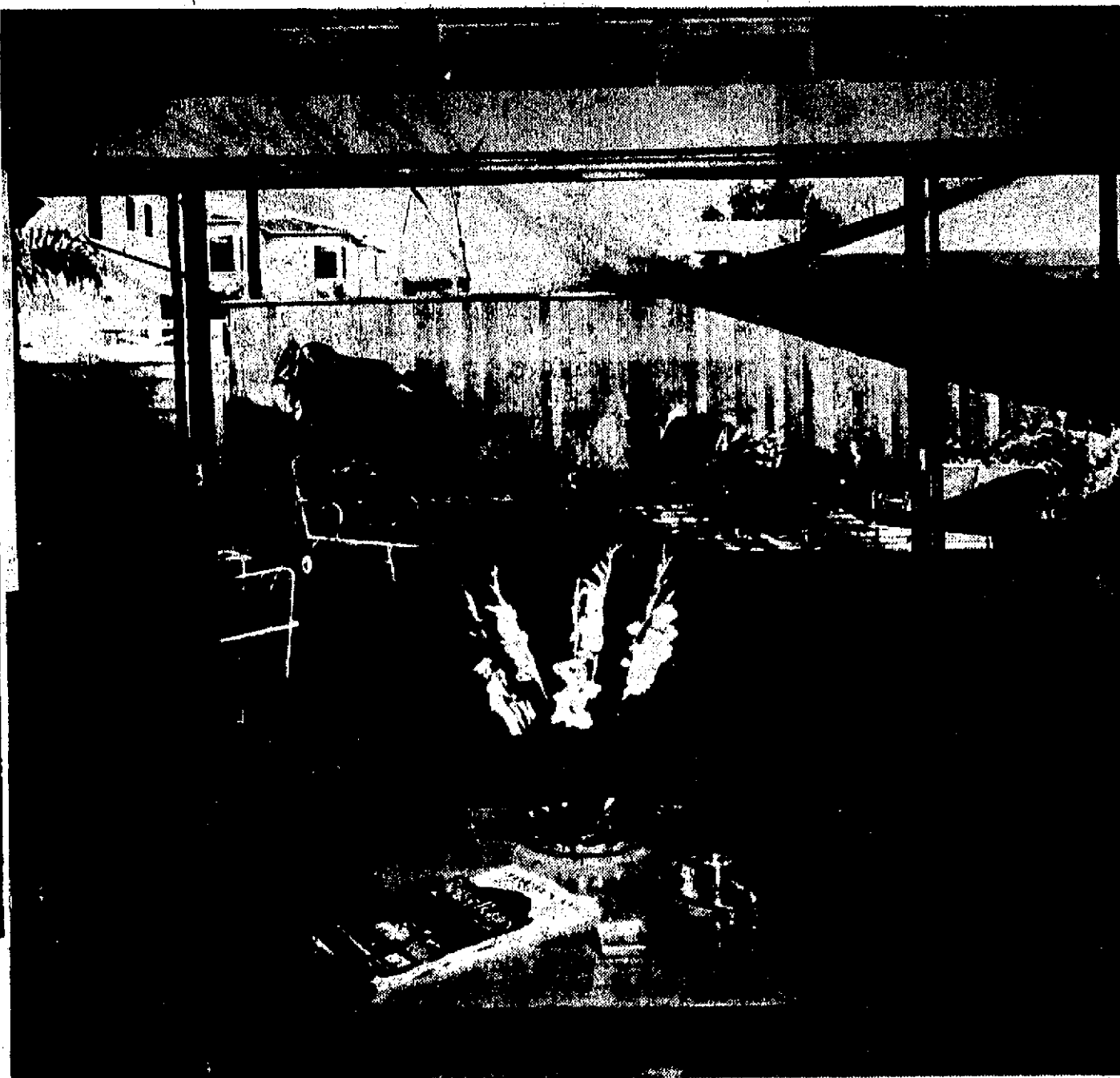
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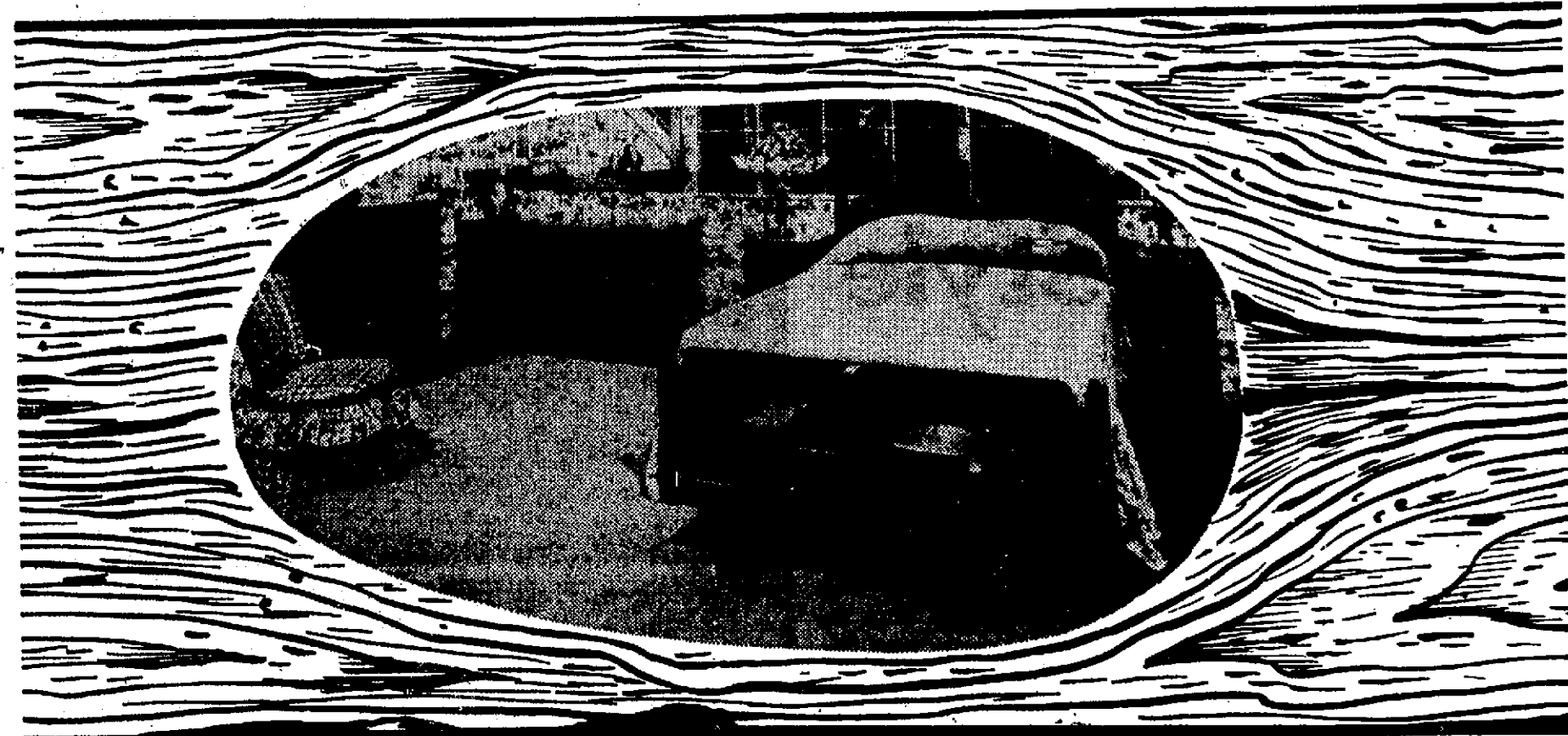
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How economies may be effected in restyling an older house and how a little new house was built on a small budget by a working girl will be told in two articles about Long Beach homes in next week's

SOUTHLAND MAGAZINE

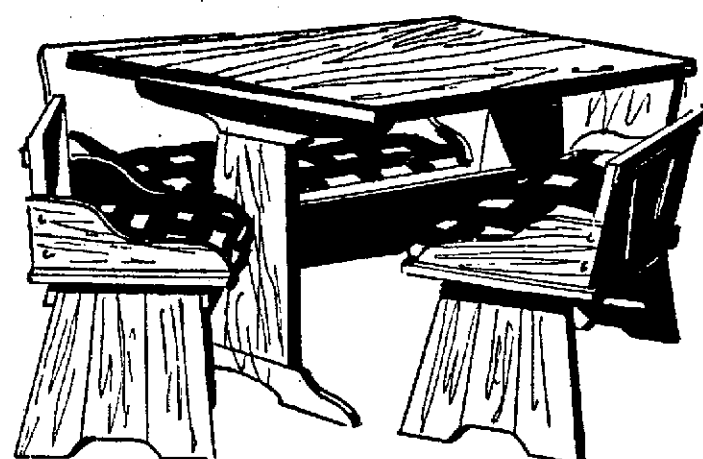
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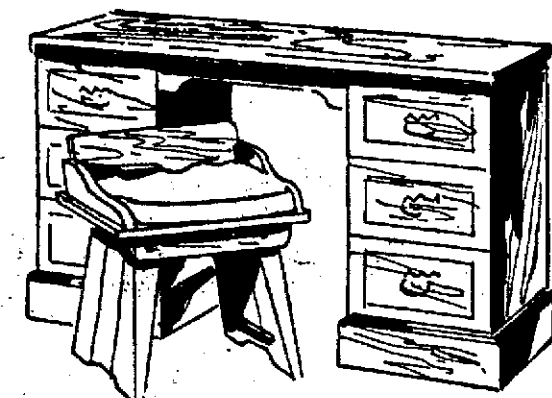


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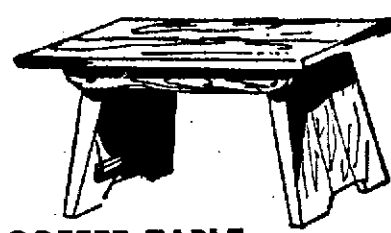
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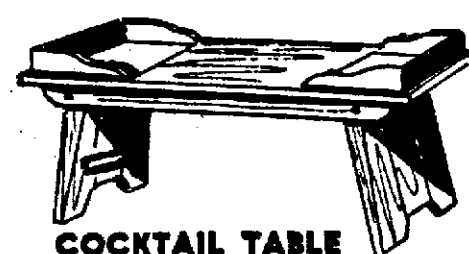
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As a complement for Thanksgiving Day turkey, try jellied cranberry molds, combining cranberries with orange or lemon gelatin. See accompanying recipe.

# FEAST FOR Thanksgiving Day

**T**HANKSGIVING DAY, most truly American of all the holidays observed in this nation, draws near again and the modern cook has reason to be thankful for the advances which have freed her from the self-sacrificing role of years gone by.

Today, the Thanksgiving cook-hostess can be truly gracious, in full charge of dinner and still with time and energy to enjoy the visit with her guests. Instant potatoes are easily whipped into white fluff ready for the table, frozen vegetables—full of color, freshness and vitamins—can be tossed into boiling water almost at the same time the turkey is coming out of the oven. Jellied cranberry molds are easily made.

First, let's get the turkey roasting and then prepare the balance of the dinner. See timetable and rules for roasting elsewhere on this page. Following are some recipes for dressing:

- Celery Almond Stuffing**  
6 cups toasted whole wheat bread crumbs  
3 cups diced celery  
½ to 1 cup celery leaves shredded.  
1½ cups whole blanched almonds  
¼ cup melted butter or turkey fat  
1 tablespoon salt  
½ teaspoon pepper

By Mildred K. Flanary

- 1 teaspoon poultry seasoning  
2 eggs slightly beaten  
½ to ¾ cup water or turkey stock  
Combine all ingredients, mix thoroughly, and stuff turkey. (For 14-15-pound turkey.)

**New Corn Muffin Stuffing for Chicken or Turkey**  
Six to 8 corn muffins, 1½ cups chopped pecans or almonds, 2 tablespoons fortified margarine or butter, 1 cup chopped celery, 2 small onions, ½ to ¾ cup cream, evaporated milk or bouillon or stock, 2 eggs, ½ teaspoon pepper, ½ teaspoon celery salt.

Crumble the muffins; mix with the nuts, butter or margarine and celery. Wash the onions, chop fine. Mix with the corn muffin mixture; moisten with cream, milk or bouillon; beat the eggs with the pepper and celery salt and combine with the stuffing. Use in chickens or small turkey; when doubling the recipe for a large turkey, add a little salt, if needed.

- Brazil Nut Stuffing**  
3 tablespoons butter or margarine  
2 tablespoons finely chopped onion  
½ cup finely diced celery  
1 cup finely chopped Brazil nuts  
4 cups stale bread cubes  
1 teaspoon salt

- ¼ teaspoon pepper  
¼ teaspoon poultry seasoning

Heat butter in large skillet; add onion, celery and nuts and cook over low heat until onion is soft. Add bread cubes and seasonings. Stir until thoroughly mixed. This makes a dry, crumbly stuffing, if a moist stuffing is desired add ½ cup water. Pack the bird lightly as stuffing expands during the baking period. **YIELD:** Stuffing for 4 to 5-pound chicken.

**Jellied Cranberry Mold**

- 2½ cups cranberries  
1½ cups water  
1 package orange or lemon-flavored gelatin  
¾ cup sugar  
Dash of salt

Place cranberries in saucepan and add water. Cook slowly until skins pop and berries are soft. Drain; measure juice and add hot water to make 1½ cups. Dissolve gelatin, sugar and salt in hot liquid. Put cranberries through strainer and add pulp to gelatin mixture. Turn into 1-quart mold or small individual molds. Chill until firm. Unmold. Garnish with parsley and serve as relish with poultry or meat. Makes 6 to 8 servings.

**Red Apple Baskets with Sweet Potatoes**

- 3 large red apples  
½ cup brown sugar  
3 cups sweet potatoes, cooked and mashed  
3 tablespoons butter  
3 tablespoons cream  
Salt, pepper

Cut apples in half crosswise and remove core and seeds. Sprinkle cavity with half the brown sugar. Place in a shallow pan containing small amount of water. Bake in hot oven (400 degrees F.) or steam over boiling water 10 to 20 minutes, or until almost tender. Scoop out pulp, leaving ample shells about ½ inch thick, reserving the pulp. To hot mashed sweet potatoes add apple pulp, butter and cream. Season to taste and beat until



Mince-meat is given a novel and interesting treatment in these mince-meat surprises, good for holiday eating.

fluffy. Pile apple-sweet potato mixture lightly into apple shells. Place in shallow pan and sprinkle with remaining brown sugar. Pour a little melted butter over tops and heat under broiler or in a hot oven until lightly browned. (6 servings.)

**Mince-meat Surprises**

- 3½ cups sifted cake flour  
2 teaspoons double-acting baking powder  
½ teaspoon salt  
½ cup butter or other shortening  
½ cup brown sugar, firmly packed  
1 egg, unbeaten  
2 tablespoons milk  
1 teaspoon vanilla

Sift flour once, measure, add baking powder and salt, and sift together three times. Cream shortening, add sugar gradually, and cream together until light and fluffy. Add egg

and beat well. Then add flour, alternately with the milk, a small amount at a time, beating well after each addition. Add vanilla and blend. Chill until firm enough to roll (about 1 hour).

Roll dough ¼-inch thick on lightly floured board and cut with floured 2½-inch cookie cutter. Place half of cookies on ungreased baking sheet. Place one teaspoonful of mince-meat filling in center of each and spread out to within ¼-inch of edge. Cut small hole in center of each remaining cookie; then place on top of filling, pressing edges together to seal. Bake in hot oven (425 degrees F.) 10 minutes, or until done. Makes about 2½ dozen cookies.

**Mince-meat Filling.** Combine 1 cup mince-meat, ¼ cup firmly packed brown sugar and ½ teaspoon rum flavoring; mix well.

## Turkey Timetable

Weight	Oven Temperature	Cooking Time	Total
Ready for Oven		Minutes Per Pound	Roasting Time
8-10 lbs.	325 degrees	25-30 minutes	3-3½ hours
10-14 lbs.	325 degrees	20-25 minutes	3½-4 hours
14-18 lbs.	300 degrees	18-20 minutes	4-4½ hours
18-20 lbs.	300 degrees	15-18 minutes	4½-5 hours

### RULES

- The following are tested rules, and rules the turkey likes, too, to come out "just right."
1. Rub cavity with salt (¼ teaspoon per pound of bird).
2. Put enough stuffing in neck to fill out nicely and fasten neck skin to back with skewer.
3. Stuff cavity well, but do not pack tightly.
4. Truss bird and grease skin thoroughly with melted or softened cooking fat.
5. Place on rack in shallow pan.
6. Cover top and sides of bird with fat-moistened cloth—preferably clean white cheesecloth.
7. Place in preheated oven set at proper temperature indicated on timetable for your size turkey.
8. Do not sear. Do not cover. Do not add water.
9. Moisten cloth with fat from bottom of pan if cloth dries slightly during cooking.
10. Turn bird breast up when about three-fourths done if breast meat browns too slowly.

## Cook a Goose, Chinese Style

**T**ED YOUNG, American born Chinese, is one of New York's most distinguished restaurateurs. He suggests steamed oriental goose as a holiday season treat. "The Chinese use it as a festive dish," he explains. "Except for a little rice, they serve nothing else with it. They concentrate on the wonderful goose itself."

Here is Ted Young's recipe, explained step by step.

**Steamed Oriental Goose**

Twelve-pound goose, 2 tablespoons salt, 3 tablespoons sugar, ¼ teaspoon pepper, 1 tablespoon ground cinnamon, 2 ounces whiskey or sherry or water, ½ pound Chinese cream cheese (Foo Yee) (obtainable at Chinese grocery), 2 cloves garlic, chopped fine. Select a goose with pliable, yellow bill and fat yellow feet.

Singe, remove pin-feathers, wash and scrub. Dry thoroughly. Make a paste of the sugar, salt, pepper, whiskey or sherry or water, cinnamon, Chinese cream cheese (Foo Yee). Chop garlic fine and work into the paste. Rub inside of goose liberally with the paste, then rub outside with it. Place goose in large steamer and steam for at least 3 hours, until tender. Serve with rice and head lettuce without dressing. Thicken liquid left in steamer with cornstarch. Cook until smooth. Serve with the sliced goose. Note: If Chinese cream cheese (Foo Yee) cannot be obtained, make the paste without it. (Serves eight.) Ted Young says Chinese goose is popular with his gourmet patrons. "For families who want to celebrate with fine food, I think this goose is the delectable answer."



Here is something to bring new and provocative flavor to your Thanksgiving Day table: Red apple baskets filled with fluffy sweet potatoes. See recipe.

IT'S AN ANTIQUE

## Hepplewhite Table

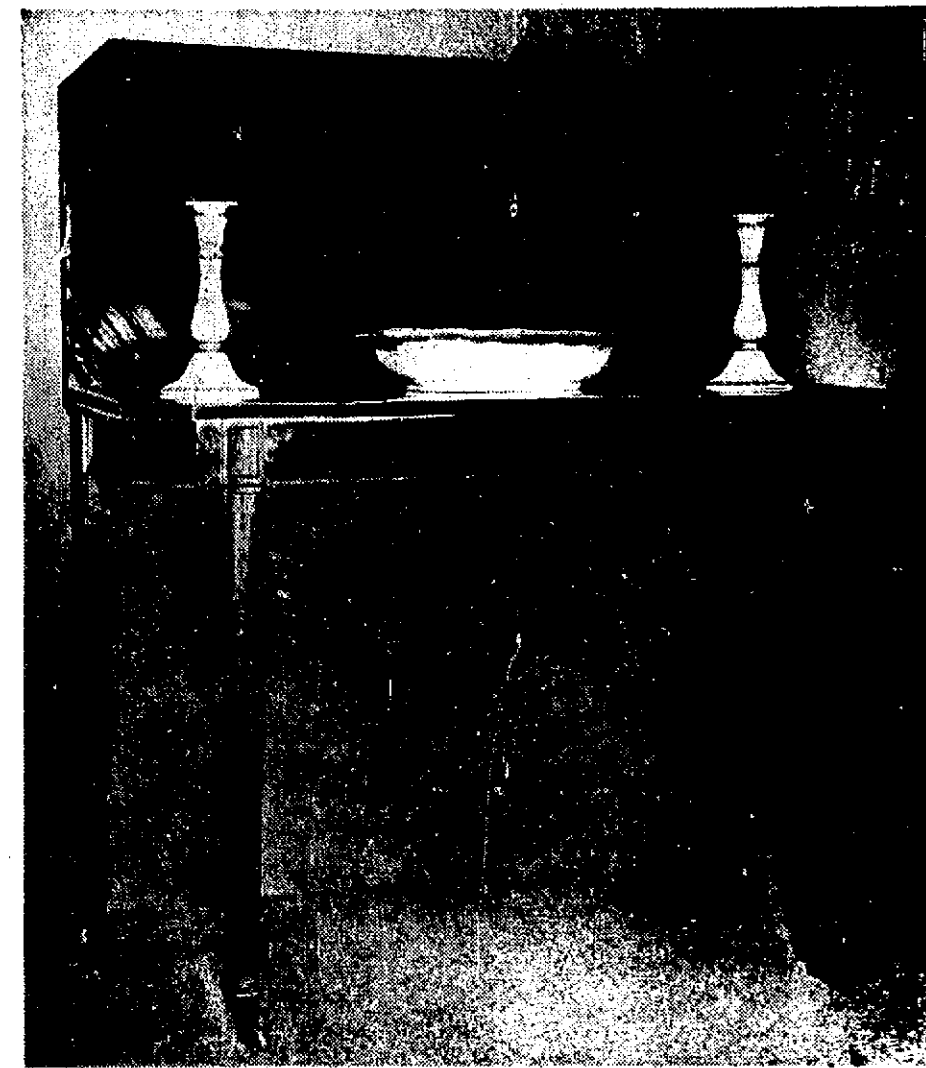
By Mary Lou Zehms

**T**HE English designer, George Hepplewhite, has exerted a lasting effect upon English and American furniture periods, no doubt because he always revealed a thoroughly practical intention in whatever he made in addition to the grace and lightness of his creations.

Both Hepplewhite and Thomas Sheraton developed a sense of grace, buoyancy and freedom in their furniture designs that had never before existed in English homes. This has been reflected in America in some of our choicest heirlooms and has been copied extensively by our own furniture makers of the 20th Century.

The Prince of Wales, a patron of Hepplewhite, had chairs made for him with the "Prince of Wales Plumes" as the back design. This is one of the most popular of his chairs and is frequently reproduced today.

Tables were also made in great number and variety. Illustrated here is the game table made with a folding leaf that stands up against the wall when not in use. It is made of



Hepplewhite mahogany game table, circa 1780, has folding leaf which rests against the wall when not in use.

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solid mahogany and dates back to about 1780. It is on display in a Long Beach antique store. His tables with long, slim legs repeat the delicate style of Hepplewhite's "French" chairs—all give an air of elegance. The collector has to distinguish between two distinct classes of furniture, both of which are covered by the Hepplewhite style. First, the carved mahogany made at the time when Hepplewhite was himself designing and, second, the painted and decorated type of furniture which was the new vogue at the time of his death and was exploited by A. Hepplewhite & Co., managed by his widow.



# Freeseias for Color

LIKE SO many other plants from South Africa, the freesia is very much at home in the Southland. Southern California is perhaps the only region in the United States where freesias can be grown outdoors during the winter season. Elsewhere they are used largely as a conservatory or greenhouse plant. The plants grow easily but are sensitive to cold weather. Temperatures very much below 50 degrees are not conducive to rapid growth.

Freeseias are not demanding on the caretaker and they seem to get along fairly well in the average garden soil. They prefer a soil mixture of sandy loam and coarse sand, to which fairly liberal quantities of bonemeal have been added. The soil definitely should be on the lighter side. Bonemeal is a recommended fertilizer because the food factors are re-

By Bob Gilmore

leased over a long period of time and it is probably the least "hot" of all commercial plant foods. However, any well-balanced bulb food will suffice.

Freeseias, because of their South African ancestry, are sun lovers. This point should be kept in mind when selecting a planting position. It is especially important during the winter months. But the fact that the plants like a sun bath does not necessarily mean that they require lots of heat. The fact is that freesias do best if the night temperature is no higher than perhaps 45 to 50 degrees.

THE bulbs are rather small—actually they are corms, rather than bulbs—but they should be spaced at least two

or three inches apart. The plants must have an airy environment so do not crowd the bulbs at planting time. The average-sized freesia bulb should be set at a depth of about two inches.

You should plant freesia corms at intervals of perhaps two or three weeks. The planting season for this type of bulbous material is rather lengthy when compared to varieties of freesias for perhaps the next three or four months. The plants take up little room in the garden and may be spotted here and there, wherever a touch of color is required.

One demand of the freesia is lots of water. You can not assume that our winter rainfall will be sufficient. How often the soil must be watered will depend on local conditions such as the water retentive qualities of the soil, the humidity and the amount of rainfall. But the ground must not be allowed to become parched. The plants should be kept in vigorous and continuous growth. Holding off their much-needed water will inhibit natural growth. Dwarfed plants and stunted flowers may result.

The freesia corm has the shape of an irregular triangle. The pointed end of the corm should face upwards when planted. If the soil is heavy, place the corms on a cushion of sand. This will insure rapid drainage and will prevent the bulbs from rotting.

FREESIAS can be grown either in the outdoor garden or they may be potted and raised indoors. The latter method is a delightful way of growing the plants which are fragrant as well as colorful. The pots may be shifted from one room to another after the flowers are in bloom. In this way you can brighten up immediately any part of your home that is in need of color. But be sure the plants are always placed in a sunny location. They simply will not succeed in the shade.

Freeseias are usually sold in mixture but separate shades are available. You have your choice of the following varieties: Purity superflora, pure white; Celeste, violet blue; Golden Daffodil, golden yellow; Splendens, lavender; Rose Supreme, clear rose and Sunset, yellow shading to orange. The colored varieties seem to have



Freeseias are an import from South Africa that do well in Southern California. The pointed end of the corm should face upward when planted, as illustrated.



a more pronounced fragrance than the white forms. Freeseias can also be used as

cut flowers as they last for a fairly long time in water. Pick the flowers early in the morn-

ing for best results. At this time there is less evaporation and the plant cells are swollen with moisture.

Immediately after picking the blooms place them in a container filled with water to a point just below the buds. Allow the flowers to rest for several hours before arranging them in a vase. This treatment will increase their longevity.

## 'Oscar' Roses

By A. C. MacLeod

FOR THE "new look" in roses next summer, wise gardeners should make plans to include the four strikingly beautiful 1950 All-America Rose Selections in their plantings. The current holders of the horticultural "Oscar" include three lovely hybrid teas—Capistrano, Mission Bells and Sutter's Gold—and the exquisite new floribunda, Fashion.

The diadem of the flower world was not easily won by the distinguished quartet, however, for to win the coveted award they had to prove their superiority by actual performance over the two-year test period required by All-America Rose Selections. The tests are conducted in 19 official trial gardens located throughout the country where all new varieties are carefully studied under varying soil and climatic conditions.

Plants are scored on such characteristics as hardiness, vigor, fragrance, length of

flowering period, number of blooms and other important qualities by impartial judges. Only those plants meeting the rigid standards of the judges are selected for the All-America rating.

Capistrano produces unusually large buds and flowers of luminous rose-pink, with open flowers sometimes measuring as much as six inches across. Mission Bells has proved itself one of the most free-flowering hybrid teas ever tested and produces blooms of deep salmon pink. Sutter's Gold, an exceptionally fragrant yellow rose, commemorates the 100th anniversary of the discovery of gold in California. Fashion, the only floribunda to win the award, brings a color entirely new to roses with its luminous coral pink overlaid with gold.

Gardeners may obtain these new varieties from leading nurseries, but should submit their orders early, as the winners are in heavy demand.

## Paint Thinner

AMATEUR painters sometimes find difficulty in applying flat, deep-toned wall paints because of overlap marks caused by the extreme rapidity of its drying. The condition can be corrected by using kerosene instead of paint thinner to thin the mixture. The kerosene materially slows the drying. But remember, this applies only to flat paints, and will not work on enamel, and neither will it work with water-mix paint.

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By Robert Lovell

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## Link With Past

(Continued From Page 2.)

imals. Standing about 5 feet at the withers, the fossil horse resembles the modern horse, although different somewhat in minor details. For instance, the hoofs in the La Brea species are smaller and more slender than in horses living today.

Foreign as the camel seems today in California, there were camel fossils taken from the La Brea tar pits. Two skeletons are displayed at the Los Angeles County Museum. Judging from the fact that

more than 100 bison or buffalo were taken from the tar pits, they were probably more numerous than the horse in the vicinity during prehistoric times.

Other animals found include the ground sloths, closely resembling the armadillos or anteaters of today; and among the birds, approximately 115 different types have been recognized, among which are extinct types as well as a number much like those living today.

## Anniversary Sale

Stock and Snapdragons, 2 doz. . . . 35c  
Separate Colors and Mixed

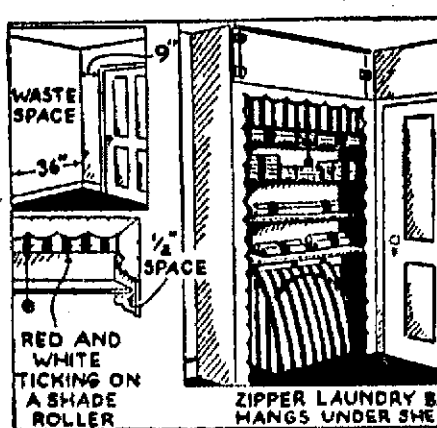
PYRACANTHA (Red Berries) 5 Gal. Each 2.39  
LANTANA, 39c Each, or 3 for \$1.00  
Dwarf Yellow, Orange-Red, White and Trailing

We Close at 12 o'Clock Noon Sunday

**SMITH NURSERIES**

2648 ELM AVE. LONG BEACH PHONE 4-4589

## You Make It



### CLOSET IN WASTE SPACE

This closet with a fabric door on a shade roller fits in any odd corner. Pattern 256 shows you exactly how it is built, gives an actual-size pattern for scallops, a list of materials required and directions for making the zipper laundry bag. Price of pattern is twenty-five cents. Orders must be sent to: Workshop Pattern Service, Long Beach Press-Telegram, Bedford Hills, N. Y.

## Tips on Gardening

### GARDEN tips for the week.

Very shortly now bare root roses will again be available. You might examine your garden for extra room for roses. The plants want a sunny location; they like lots of fresh air and must have adequate ventilation. Start preparing the soil now, adding liberal quantities of well-rotted barnyard manure. Humus such as peat should also be incorporated with the soil.

Plants of pansies, violas, snaps, stocks and other familiar bedding and cut flower varieties are now available at most garden supply stores. Select the bushy specimens, rather than the tall spindly ones. The smaller transplants suffer less of a shock when being moved from one location to the next.

Indoor bulb gardens will brighten your home for a long

time. Hyacinths, paper whites, Soliel D'Or and Chinese sacred lilies thrive when grown in this fashion.

As soon as your winter-flowering sweet peas start to bloom keep the vines well picked. The flowers should not be allowed to go to seed. This taxes the plant's energy and cuts down on continued flower production.

Many bargains are being offered at the present time in camellias and gardenias. Now would be a good time to give thought to the north side. With a bit of careful planning, and some time devoted to soil conditioning as you go, that north side could be turned into a spot of beauty that will yield a rich flower harvest. Talk to your nurseryman now about camellias, fuchsias and other plants that like the shade.

## FALL ROSE SALE!

All No. 1 Large Stock  
Save Half or Buy 2 for Price of 1

BUSH ROSES Reg. 2.00 98c Ea. PATENTED VARIETIES 50% OFF

TREE ROSES Reg. 3.50 \$1.75 Each Pat. Var. \$2.25 Each

CLIMBING ROSES 6 to 8-ft. Reg. 3.50 \$1.75 Each

Open Sunday 3737 LONG BEACH BLVD. HODGES NURSERY CALL 4-2397



## Booklet Aids Young Men Seeking Automotive Jobs

"Automotive Jobs in Your town, U. S. A.," a 39-page illustrated booklet outlining in narrative form the opportunity for good jobs and careers in the local automotive service and sales business, has been published by the service section of General Motors.

The booklet was prepared for vocational guidance and employment counselors, and for students and young men who seek information on employment in local automotive sales outlets and service shops. It is now being distributed to federal, state and municipal departments of education, private and public schools, and to individuals who request it from General Motors, Detroit 2.

"The purpose of this booklet is to provide information concerning the automotive business as it is conducted today in nearly every town and city of the United States," says the foreword. "The business is rich in opportunity for young men who are qualified. It is sincerely hoped that such young men will find material herein that will assist them in making a most important decision—the selection of a job and a career."

The booklet takes mythical high school students Bob and Jack through a tour of 34 different local sales and service jobs.

Young men planning to enter service shops are advised to first take educational courses in that field, if possible.

## Plane Talk

By EV. HOSKING

A NEW air cargo project based on a common rate and designed to stimulate trade between Long Beach and many other United States cities and the Far East was developed recently by Northwest Orient Airlines.

Under an agreement worked out between 16 major air lines of the nation and Northwest, air cargo to the Orient would go at a common rate of \$2.26 per pound on shipments under 100 pounds and \$1.70 per pound on shipments of 100 pounds or over. From the Orient to this country the rates would be even lower—\$2.09 per pound on shipments of less than 100 pounds and \$1.57 per pound for 100 pounds or over.

Application for the new rate structure will be made to the Civil Aeronautics Board and, if approved, will go into effect Dec. 2.

Under the proposed plan, according to Northwest, cargo shipments would be flown by air lines making local stops to points where they could be transferred to Northwest Orient Airlines' plane bound for the Far East. These international flights go by way of Anchorage, Alaska, over the Great Circle route to Tokyo, Seoul, Okinawa and Manila. They provide one of the shortest and most direct routes for the exchange of goods between the United States and Japan, Korea and the Philippines.

Art Kelly, Western Air Lines executive who is widely known in Long Beach, has been elected vice president in charge of sales of that air line by the board of directors. Art, although only 36 years of age, is the oldest employee of Western in terms of service in the sales department. He joined Western in 1937 and spent much time in Long Beach aiding the Junior Chamber of Commerce with its annual Wings Over the Nation celebration. During the war he was on active duty with the Air Transport Command and was stationed in Long Beach before being shipped overseas, where he became deputy chief of staff of the European division with the rank of lieutenant colonel.

More than 60 persons made the recent joint flight of the Southwest Flying Club and the East Long Beach Flying Group to Palm Springs. The navigation contest held with each Southwest Flying Club flight was won by Jack Horn, president of the club.

## More New Cars in Low-priced Range Planned

DETROIT, Nov. 12. (AP) The lower-priced auto field will be somewhat crowded next year if current planning is carried out.

Chevrolet, Ford and Plymouth now pretty well dominate that price area. So far this year their combined output amounts to almost half of all the passenger cars built in the United States.

But next spring they should have a lot more competition. Kaiser-Frazer has informed its dealers it expects to have its new lower price auto in production by that time; Hudson and Nash reportedly have models in the same price field ready for the assembly lines.

The Hudson and Nash planning, of course, has been upset to some extent by the steel shortages that are affecting the entire industry's operations. Just what the introduction of three or four more competitive lines of cars will do to the auto industry's overall business is anybody's guess.

Second was Norman Heffner. Pat Morton was third.

Jim Miller, traffic and sales manager for United Air Lines in Long Beach for many years, was back here recently from his Sacramento headquarters, where he serves as a regional manager for the line, for his annual two weeks tour of active duty with the Naval Air Reserve. Jim says he has a brand new house in the Sacramento area, as well as a daughter to go with his two rapidly growing young sons.

The Civil Aeronautics Administration's DC-3, equipped with the new cross-wind landing gear, has been sent to Colombia in connection with the CAA mission there to aid that country in checking its air navigation facilities, airports and air traffic control procedures. Flown by Royce Kunze, chief of the U. S. Civil Aviation Mission in Colombia, the plane will be used to check the airway routes proposed, the airports and various operational procedures. In Colombia, with a large mountainous area, economic conditions and terrain frequently dictate single-strip fields which necessitate landings across the prevailing winds.

## LOOKING AT L. B. INDUSTRIES:

(Editor's Note: This is the thirteenth of a series of articles on Long Beach industries. They are written in conjunction with a weekly tour sponsored by the marine and trade promotion committee of the Junior Chamber of Commerce.)

By EVERETT PURCELL

AS YOUR teeth sink through a bun into the succulent, spicy meat of a hot dog, are you reminded of filet mignon and select pork chops?

You should be. Every good frankfurter, according to Harry S. Smith of the Selma Dressed Beef Co., has meat from the entire carcass within its ruddy coat.

Smith ought to know, for he is head of the firm at 1370 Obispo Ave., which produces enough "weenies" every week to stretch from Long Beach City Hall to the tip of Newport Beach, as the carfly. The Selma Co. also makes more than 50 additional link or loaf items, processes smoked meats and distributes fresh cuts.

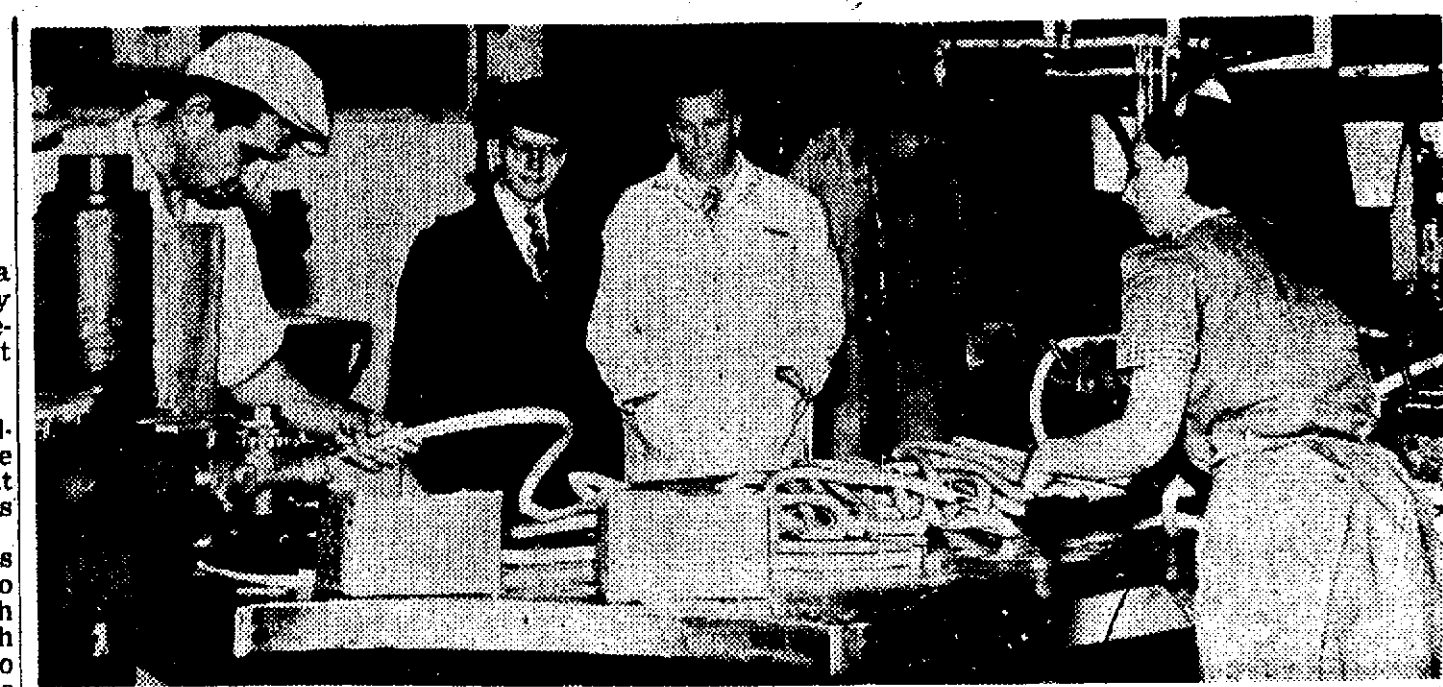
**FAMILY PLANT AT SELMA**  
Carcasses are brought here nightly in refrigerated trucks from the Smith family's plant at Selma, near Fresno. Long Beach Junior Chamber of Commerce tourists noticed a blue ribbon pinned to one beef hanging in the storage room. Smith explained that the beef, a prize winner at the Fresno junior show, soon would be on a number of Long Beach tables.

This particular animal, he added, would not make a good frankfurter. Too fat. Lean, dry carcasses are boned out for frankfurters because they make a tastier, firmer product. Only eastern hogs are used; also because of greater firmness.

The meat is ground then blended in a large mixer under the careful supervision of Fritz Herrmann, superintendent, and Theodore Trautman, the "chopperman," both graduates of a sausage-making school in Germany. Using a recipe developed by the Selma Co. over a period of years, Trautman introduces natural spices into the 650-pound mixture, composed principally of beef and pork, as it is chewed into a smooth paste by 12 blades driven by a 75-horsepower motor. No synthetic or liquid spices are acceptable, Smith revealed.

A special machine literally squirts the mixture into a hose-like viscine envelope. This, in turn, goes through a tying machine which forms the links. After smoking over hickory sawdust in an oven accommodating

## Hot Dogs Big Business Link



**BY THE MILE**—The Selma Dressed Beef Co., 1370 Obispo Ave., produces about 20 miles of frankfurters every week, in addition to more than half a hundred other products. The mixture is forced into the envelope from the tank at left. Girl guides the hose-like lengths into the automatic tying machine, where the links are formed. Watching the process are Harry S. Smith (white coat), owner of the firm, and Floyd Vinson, member of the Junior Chamber of Commerce marine and trade promotion committee. In the background is Frederick Herrman, sausage superintendent, who is responsible for the manufacture. Herrman is a graduate of a German sausage-making school. The band saw in the lower photo zips a side of beef or pork into sections in a few seconds. Meat cutter at left is one of a team of three who finish the sections by hand. The firm distributes smoked, fresh and processed meats over a wide area. (Press-Telegram Photos.)



smoking and cooking facilities. Frankfurters are peeled before being banded and boxed. Many of the linked products are still tied by hand. Edible skins are required for fresh sausage. Curing of hams follows the age-old dry pack procedure, except for one modern innovation. To assure complete treatment, the cure is shot into the interior of the ham through an artery. E. F. Clem, one of the first in the country to do this work, carefully adjusts the injection to the size of the ham. The cure is drained out before packing.

Smith, a stocky, blond young man, grew up in the family's ranching and slaughtering business near Fresno. He bought the Long Beach concern in 1946 as an investment. It grew so rapidly he was obliged to give it his full time. Since 1946 the plant has been rebuilt to triple its capacity. A fleet of refrigerated trucks serve southeastern Los Angeles County, the San Joaquin Valley, all of Orange County and parts of San Bernardino and Riverside Counties. A branch is maintained in San Diego.

## NEWS OF THE ARMED SERVICES

### Maj. Harry Jordan of Air Force Reserve Raised to Lieutenant Colonel Rank

By VIRGINIA NEWTON

COL. CLAUDE E. DUCAN, U. S. A. F., commanding officer of the Air Reserve Training Center in this city announced the promotion of Maj. Harry Jordan to lieutenant colonel in the U. S. Air Force Reserve. Lt. Col. Jordan is commanding officer of the 729th Bombardment Squadron, U. S. A. F. Reserve in Long Beach.

Lt. Col. Jordan attended U. C. L. A. and Caltech and received his Air Force wings at Kelley Field, Texas. From Kelley Field he went to Wheeler, Field, Hawaii. He later was transferred to the 12th Fighter and 339th Fighter Squadron in Guadalcanal where he confirmed eight victories over Japanese fighter pilots in the skies over Munda, Guadalcanal, Bougainville and Rabaul.

Col. Jordan has been awarded the Silver Star, Distinguished Flying Cross, Air Medal with seven Leaf Clusters, and in addition has been presented two letters of commendation, one from Lt. Gen. Harold L. George, U. S. A. F. and one from Col. Claude E. Duncan, U. S. A. F.

Lt. Col. Jordan has lived in this city 29 years and is a graduate of Poly High School. He is married to the former Miriam Richards of Long Beach. They reside at 2219 Miramar Ave. with their two daughters.

Lt. Comdr. Richard A. Rosco, SC, U. S. N., has received orders to the Long Beach Naval Receiving Station.

The commanding officer of Naval Reserve Organized Surface Division 11-29 presented SR Frank L. Stevens a Japanese rifle for bringing in three new members for the division recently.

Hospital corpsmen who reported recently to the Long Beach Naval Hospital are: R. K. Birkinshaw, J. Davis, A. S. Driggers, B. J. Emerson, K. R. Fletcher, J. W. Hein, J. Kadar, G. L. Kitchen, R. P. LeBouf, W. V. McKnight, R. W. Nielsen Jr., W. B. Price, C. J. Reynolds, T. J. Ross, B. L. Schulz, R. B. Thomas, G. G. Traverser, R. Troglin, D. R. Welker, J. C. Brown, J. A. Miller and E. L. Patton.

Naval Reservists at the Pasadena Reserve Training Center were saddened recently by the death of Brenda, training center mascot. Brenda, half cocker, was killed by an automobile. Sorrow for her passing was assuaged somewhat, however, by the arrival of Jose Gonzales, a full-blooded black cocker spaniel of six weeks. Jose was a gift from the Los Angeles Naval Reserve Training Center.

Glad to report that Lt. L. P. Mallard, S. M. C., who has been stationed at the Corona Naval Hospital, and prior to that had duty with the Marines at the Naval Base, Terminal Island, has returned to the "gang" at the Naval Base, and is executive officer of the Marine Barracks there.

Over 200 naval personnel from the Naval Base and Long Beach Naval Receiving Station have been lending a hand on a fire-fighting detail in the San Bernardino range.

Approximately 200 officers of National Guard and Reserve components will be accepted for the associate course at the Command and General Staff College, commencing Jan. 4, the Department of the Army announced.

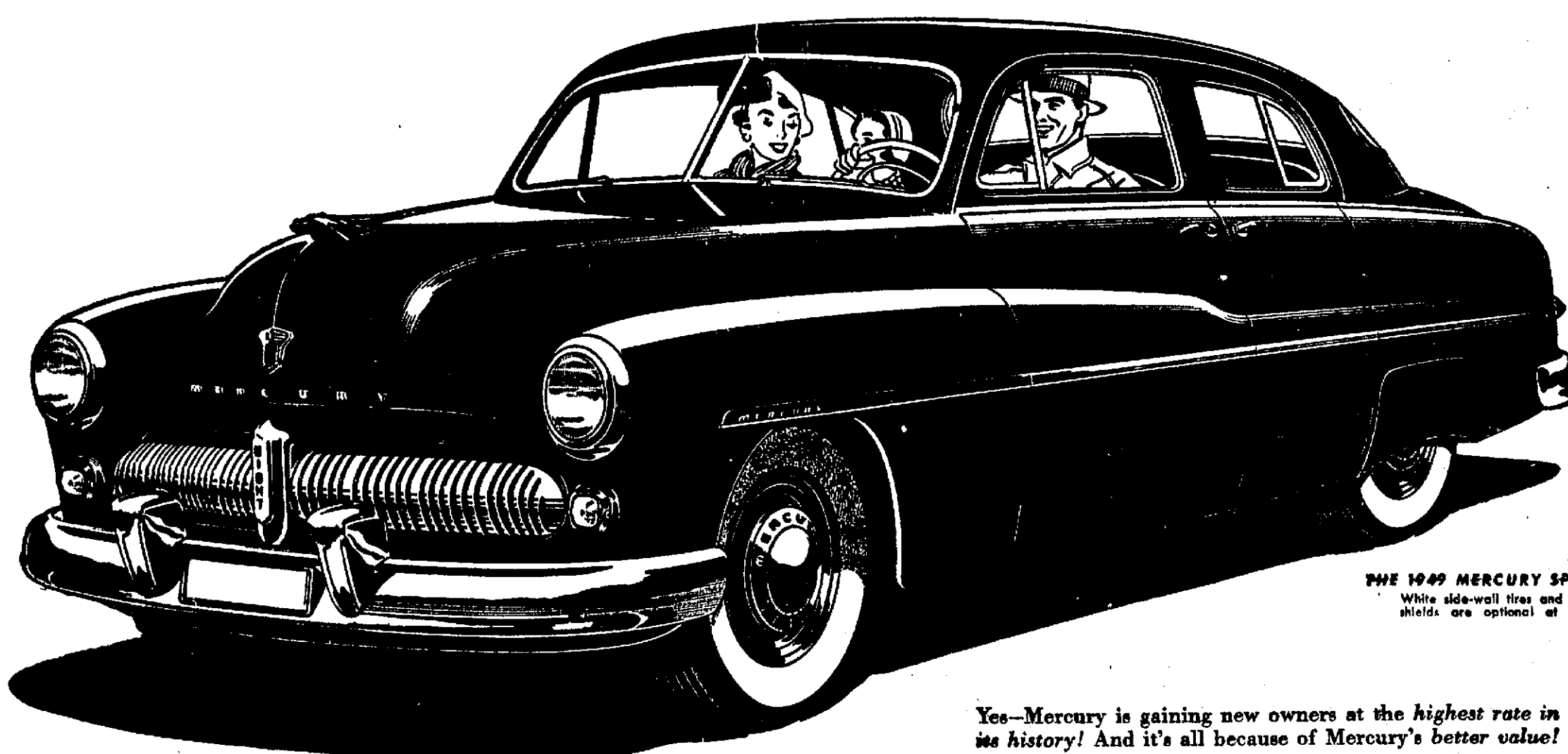
In order to be eligible, officers must be in good physical condition and must have a minimum of seven years commissioned service.

Vincent (Rusty) Richards, well known radio artist entertained, playing his guitar and singing in a number of wards at the Long Beach Naval Hospital Saturday.

Lt. Robert F. W. Hopkins, U. S. N., has received orders to the U. S. S. Hector.

Making a greater name for itself!

# MERCURY



THE 1949 MERCURY SPORT SEDAN  
White side-wall tires and rear wheel shields are optional at extra cost.

Yes—Mercury is gaining new owners at the highest rate in its history! And it's all because of Mercury's better value!

For at today's new car prices Mercury gives you the most for your money!

You get the smartest-looking car on the road... owners call it the thriftiest car, too... and the easiest-handling, smoothest-riding car they ever owned!

What's more, there's Mercury's livelier performance, greater dependability, higher resale value to consider, too!

Every way you look at it, you'll find it pays to make your next car the big, handsome, new Mercury!

**YES—MERCURY NOW HAS MORE OWNERS THAN EVER BEFORE—AND BETTER VALUE IS THE REASON WHY!**

DON'T MISS the big television hit "TOAST OF THE TOWN" with Ed Sullivan. See your local newspaper for time and station.

## ART HALL, INC.

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East Anaheim

**AUTO PAINTING**



**BAKE ENAMEL AUTO ACCESSORIES**

SUN SHADES — SIDE AWNINGS Sold Matched and Installed Here

**IRWIN**

Auto Works  
2525 East Anaheim  
It Costs No More in OUR MODERN SHOP  
Phone 8-5009



## Along Automobile Row

BY TOM WYNN • AUTOMOBILE EDITOR

Demand for motor trucks, one of the most accurate barometers of general economic trends, is continuing at high levels and is expected to remain brisk during 1950, according to W. C. Schumacher, general manager of the motor truck division of International Harvester Co.

"Because motor trucks carry such a large bulk of the outpourings of goods from the nation's factories, their rate of replacement, as reflected in retail deliveries, is looked upon by many analysts as a real bellwether of economic conditions," Schumacher said.

"It is gratifying to report that sales of trucks should reach the million mark in 1949, and thus again break all previous records. This high rate of replacement, portending a bright outlook for American economic conditions in general."

Schumacher made these statements at a sales meeting last week in Oakland. H. L. Kimo represented the local office of International Harvester Co. at the meeting.

A nation-wide contest, with cash awards totaling \$200,000 for naming a new low-priced car to be produced by Kaiser-Frazer Corp., was announced last week by Henry J. Kaiser.

Confirming for the first time the widespread rumors of Kaiser-Frazer's plans to enter the low-price automotive field, Kaiser disclosed that the new addition to the company's line will be a standard-size car seating five passengers. He also said that the new car is engineered to give its owner the lowest maintenance and operating costs of any standard automobile on the road and will be powered by an engine that will deliver remarkable gasoline mileage.

The "Name-the-Car" contest offers 1023 separate cash prizes, ranging up to \$10,000 for the prize-winning name. Entry blanks for the contest, which continues until Jan. 15, 1950, may be obtained from the local Kaiser-Frazer dealer.

Three top flight professional golfers from Southern California found recently "there is more than one way to get a long drive." Ellsworth Vines, Joe Novak and "Light Horse" Harry Cooper made mileage tests with Hancock gasoline. They turned in records of amazingly "long drives" on a tankful of Hancock. Vines drove a Dodge, Novak a Chevrolet and Cooper a Nash; each following different roads, but all of them involving heavy city and highway traffic. The results of these mileage tests are being featured in a series of newspaper advertisements throughout California.

The main urban highways of the nation are "inadequate and congested" and their improvement is lagging dangerously behind that of rural highways and roads, William A. Stinchcomb, chairman of the highway committee of the American Automobile Association, declared last week.

Speaking to the A. A. A.'s 47th annual convention, Stinchcomb said that an analysis of the post-war federal aid highway program shows that, in terms of work done, urban programs are progressing about half as fast as rural programs.

"American highway policy is headed towards a crisis," Stinchcomb warned. "The year 1950 is destined to be one of major decision in federal highway legislation."

You'll get up to 25 per cent more tire mileage if you systematically rotate tires every 2000 to 3000 miles.

Tire engineers report that the right rear tire generally gets 38 per cent of all tire wear. The left rear tire gets 29 per cent, right front 19 per cent and the left front gets 14 per cent.

If rotated every 2000 to 3000 miles, tires can simply be moved around one place, always in the same direction. The spare can

**GOOD YEAR TIRES**

**STOP**

HERE FOR THE BEST BRAKE JOB IN TOWN

**GOOD YEAR**

UNI-BOND PROCESS BRAKE RELINING

- 50% More Wear
- 15% More Lining Area
- No Rivets to Score Brake Drums

**\$17.50** EASY TERMS

ALL HYDRAULIC BRAKES Includes Lining and Labor

**GOODYEAR SERVICE STORES**

444 E. Anaheim • Ph. 6-2279

It's the lowest priced line in its field. It's the outstandingly economical performer. And it's America's most wanted motor car—new or used—traditionally worth more when you trade. Extra economy in every way adds up to another extra value exclusively yours at lowest cost in Chevrolet!

**BEACH CITY CHEVROLET CO.**

1800 EAST FOURTH STREET—PHONE 7-2766

LONG BEACH, CALIF.

**GEO. E. HOOVER CO.**

601 AMERICAN AVENUE—PHONE 6-5291

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**HARBOR CHEVROLET CO.**

601 EAST ANAHEIM—PHONE 6-3293

LONG BEACH, CALIF.

**CHEVROLET—LOWEST PRICED LINE IN ITS FIELD!**



**SECOND GENERATION DEAL**—Pictured above are G. W. Lavendar, who purchased the first automobile sold by the Glenn E. Thomas Co. in 1907; his son, L. L. Lavendar, who just purchased the new Dodge Coronet above, and Dave Thomas, son of the local Dodge dealer, who handled the second generation transaction for the Glenn E. Thomas Co.

## Sale Recalls Purchase Made 42 Years Ago

A little over 42 years ago the Glenn E. Thomas Co. sold and delivered its very first automobile. The purchaser of this first automobile was G. W. Lavendar of Long Beach. Throughout the ensuing years Lavendar has continued to do business with the company.

This past week Lavendar's son, Lloyd Lavendar, purchased a new Dodge Coronet from Dave Thomas, the son of the local Dodge

## Mobile Horseshoer Visits All Farmers

CAMPBELL HILL, Ill., Nov. 12. (AP) This, so far as Roy Schnaare is concerned, is the horse-and-truck era.

Schnaare is an ex-GI and a blacksmith. Not enough horses came to town to make his shop profitable. So he decided to shoe the horses on the farms. He makes his rounds in a panel truck equipped to carry a forge, anvil, tools and a stock of horse-shoes.

dealer. The sale and delivery of the first automobile the car marked two generations which he purchased from Thomas of service by the Thomas organization because Thomas has offered Lavendar said he is attempting to trade him a new Dodge Coronet sedan for it.

**Before It Rains REPLACE IT**

DRIVE IN TODAY, FOR COMPLETE, FAST SERVICE LOWEST PRICES. WE CATER TO INSURANCE TRADE.

**Marine Glass Co.**

SCOTT-WOODARD-SCOTT SR.

GLASS FOR ALL PURPOSES

Cor. 14th and Magnolia Ph. 7-7475

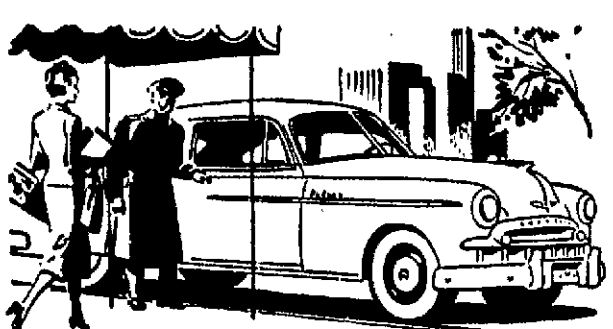
Member of Long Beach Builders Exchange

## Back of this great trade-mark



... all these **EXTRA VALUES** exclusively yours in Chevrolet at lowest cost

Check these **EXTRA VALUES** before you decide on any car



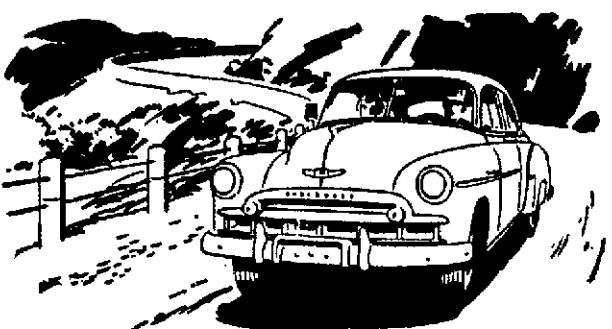
**Fisher Body Styling and Luxury**

Long, low lines... smooth, graceful curves... extra conveniences like Push-Button Door Handles... super-size interiors featuring luxurious fabrics and fittings and "Five-Foot Seats"... this superbly styled Body by Fisher is an extra value exclusively yours at lowest cost in Chevrolet!



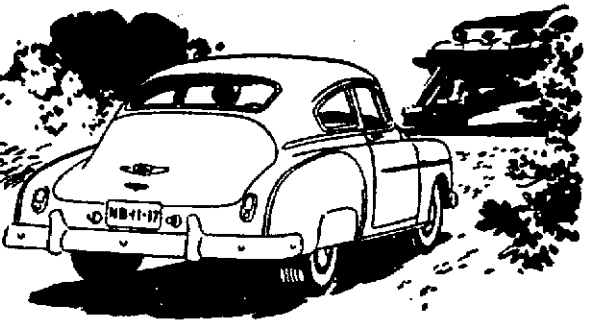
**Fisher Unisteel Body Construction**

Slam the door and hear the difference! That solid, muffled thud speaks of steel welded to steel above you, below you, and all around you. Fisher Unisteel Construction brings you unsurpassed solidity, quietness and safety—another extra value exclusively yours at lowest cost in Chevrolet!



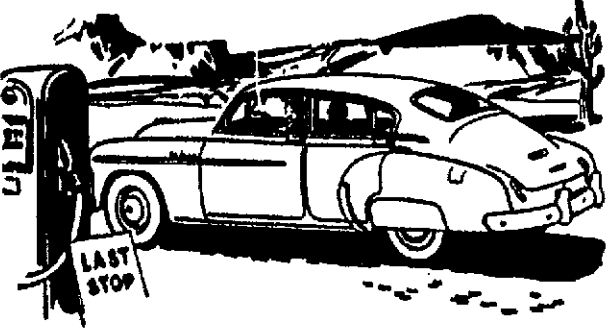
**5-inch Wide-Base Rims, plus Low-Pressure Tires**

You get the widest rims in the low-price field—plus extra low-pressure tires as standard equipment on all models. And that's another important reason for the extra smoothness, softness and stability of the Chevrolet ride... another extra value exclusively yours at lowest cost in Chevrolet!



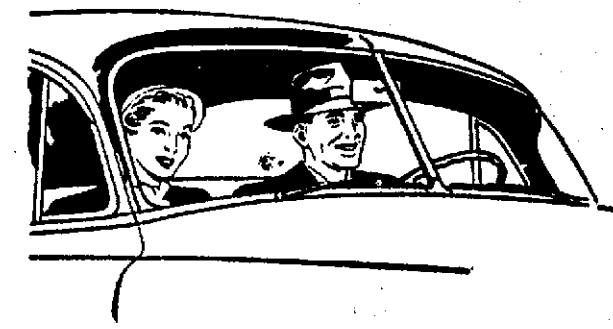
**Certi-Safe Hydraulic Brakes**

Chevrolet's exclusive brake design is more outstanding than ever for swifter, safer stops. And new Dubl-Life, rivetless brake linings—last up to twice as long. Both extra safety and extra economy are brought to you by this extra value exclusively yours at lowest cost in Chevrolet!



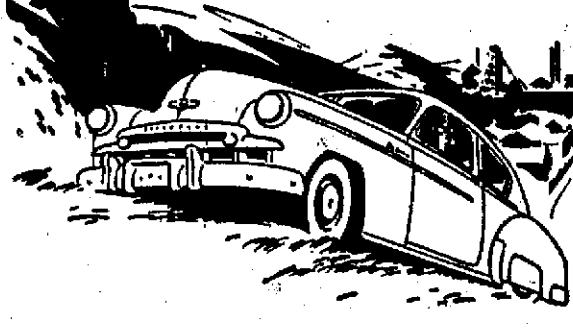
**Extra Economical to Own, Operate and Maintain**

It's the lowest priced line in its field. It's the outstandingly economical performer. And it's America's most wanted motor car—new or used—traditionally worth more when you trade. Extra economy in every way adds up to another extra value exclusively yours at lowest cost in Chevrolet!



**Curved Windshield with Panoramic Visibility**

That large, smartly curved windshield sweeps back to narrower corner posts to provide a safer view ahead and at the sides. Alone among low-priced cars, Chevrolet gives you the functional beauty of a curved windshield—another extra value exclusively yours at lowest cost in Chevrolet!



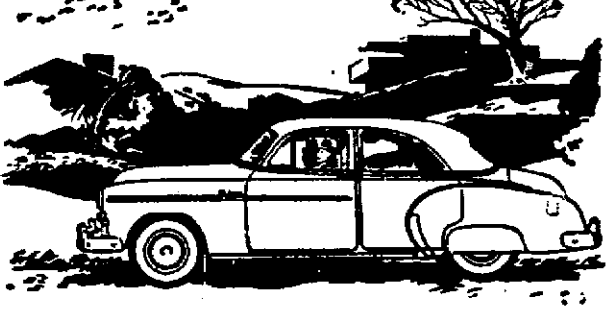
**World's Champion Valve-in-Head Engine**

The trend's all to valve-in-head design for more efficient and economical high-compression engines. But Chevrolet's proved and extra-efficient valve-in-head engine is the only valve-in-head engine in Chevrolet's field... another extra value exclusively yours at lowest cost in Chevrolet!



**Center-Point Steering**

Steering control is centered between the wheels to give you amazing new ease and sureness of control with minimum driver fatigue and road shock. You'll find Center-Point Steering only on Chevrolet and on higher priced cars—an extra value exclusively yours at lowest cost in Chevrolet!



**Longer, Heavier, with Wider Tread**

It looks like it... it rides like it... it's the BIG car in the low-price field! With its extra size Chevrolet gives you more riding comfort, more road-steadiness and more safety—more car for your money! It's another important extra value exclusively yours at lowest cost in Chevrolet!

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601 AMERICAN AVENUE—PHONE 6-5291

LONG BEACH, CALIF.

**HARBOR CHEVROLET CO.**

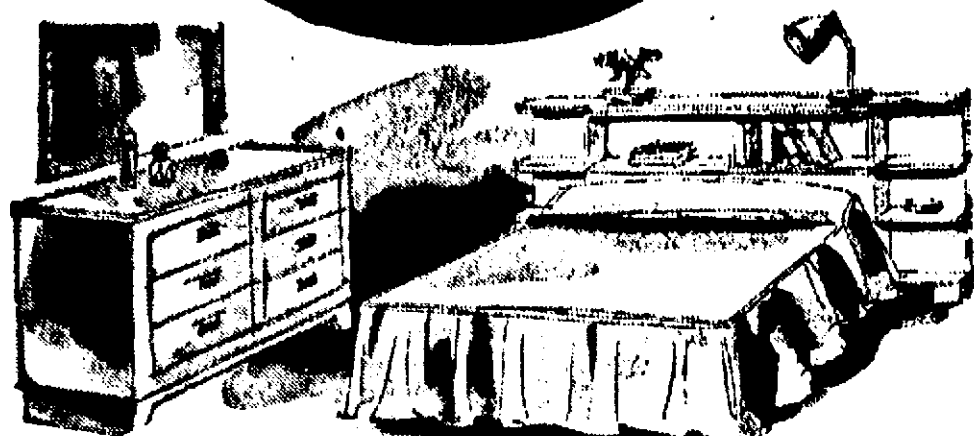
601 EAST ANAHEIM—PHONE 6-3293

LONG BEACH, CALIF.

**CHEVROLET—LOWEST PRICED LINE IN ITS FIELD!**



OPEN MONDAY AND FRIDAY 12:30 NOON TO 9:15 . . . OTHER DAYS 9:30 TO 5:30



179.50 Value Hollywood Bed Ensemble

Glamorous 5-piece bedroom group includes 'Mr. and Mrs.' dresser, mirror, with bookcase headboard, steel frame with innerspring mattress, box springs. Natural finish ash. Also pieces sold separately.

**159<sup>00</sup>**

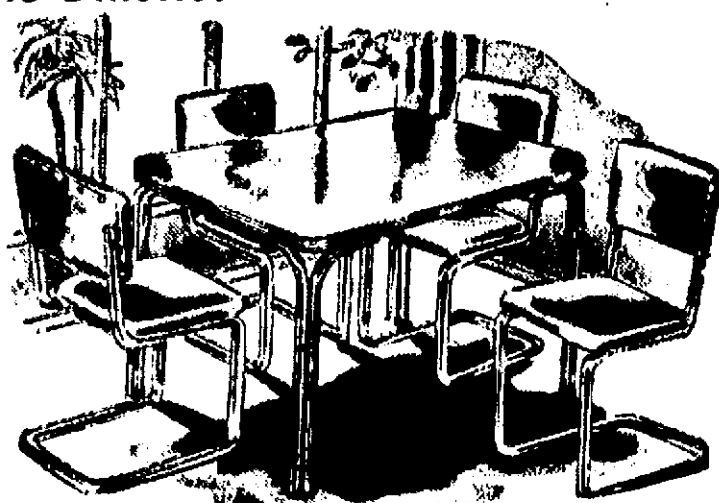
\$10 DOWN, Sears Easy Terms, Usual Carrying Charge

5-Piece Chrome Dinettes

\$4.50 Value

**44.95**

Linen finish Micalite table top, 30x42 inches, choice of colors. 4 chairs with plastic upholstered seats. Extra chairs, 5.95 ea.

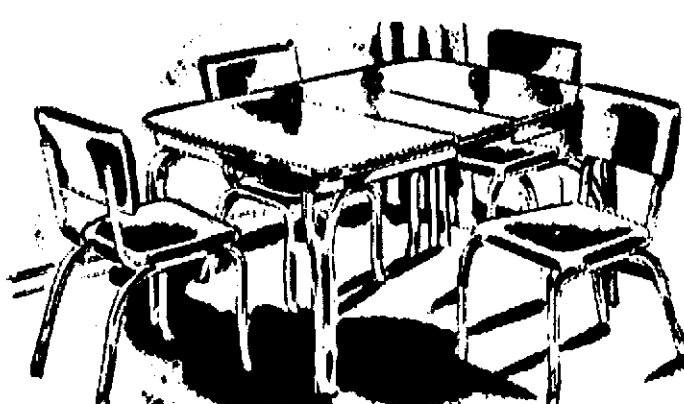


Extension Dinettes

79.95 Value

**69.95**

5-pc. chrome set with Micalite table top, extension type. 4 chairs with Duran plastic upholstered seats. Choice of colors. Extra chairs, 8.95 ea.

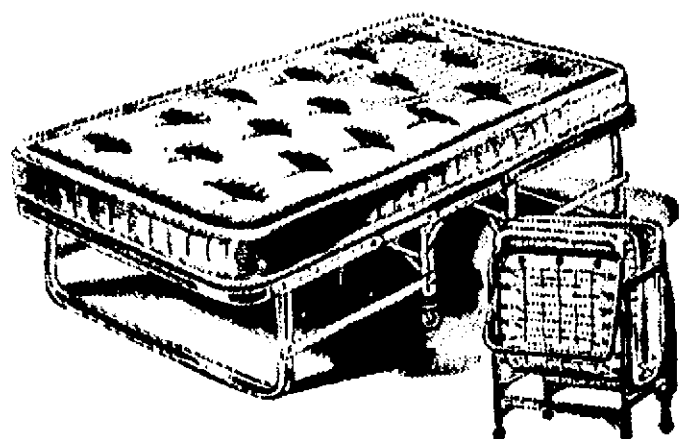


26.95 Rollaway Bed

Combinations

**19.95**

Combination bed and mattress, heavy gauge steel frame, link style spring, 100% felted cotton mattress, 39-inch size.

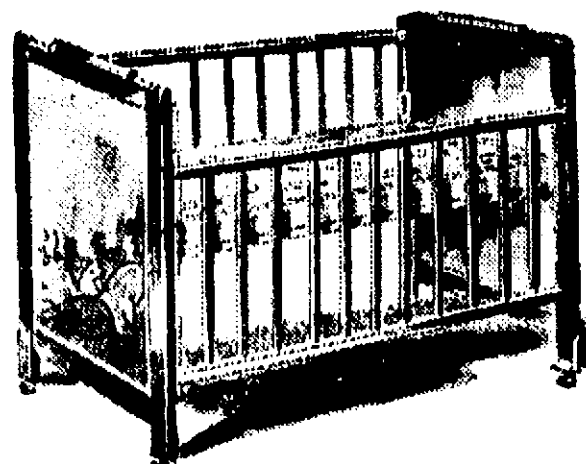


39.95 Value Cribs

Sturdy Construction

**29.95**

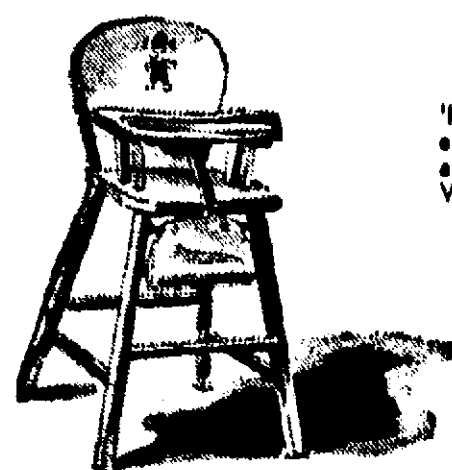
Full panel crib of waxed birch or white finish. 5-level adjustable springs, convenient drop side. Sturdy construction.



Regular 12.95 Crib Mattress

**10.95**

Comfortable innerspring construction. Choice of pink or blue water-proof ticking.



Regular 12.95 High Chair

'Honeyuckle' high chair, select Eastern hardwood. Sliding wood tray, adjustable footrest. Safety strap. Waxed birch finish.

**10.95**



34.95 Value Chest

**29.95**

5-drawer juvenile chest, select cabinetwood. White or waxed birch.

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- ✓ Applaud Arthur Godfrey's Talent Scouts

- ✓ Thrill the Kiddies with 'Hopalong' Cassidy
- ✓ Enjoy Exciting Football Games, Wrestling

## Walnut Veneer Console

Expanded 12½-inch TV Screen

**259<sup>95</sup>**

Plus Installation

\$10 DOWN,

Sears Easy Terms, Usual Carrying Charge

See . . . hear . . . thrill to the wonderful performance of this great new 'Silvertone.' Never a better picture, never a bigger value! At full brightness and control there's still plenty of reserve power. All the famous 'Silvertone' features are here in a beautiful walnut veneer console cabinet.

Mahog. Veneer Console, 12½-in. Screen **269.95\***

\*\$10 DOWN, Easy Terms, Usual Carrying Charge—Plus Installation

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—because SEARS gives you the benefit of years of experience and engineering skill in producing the finest of electronic instruments.

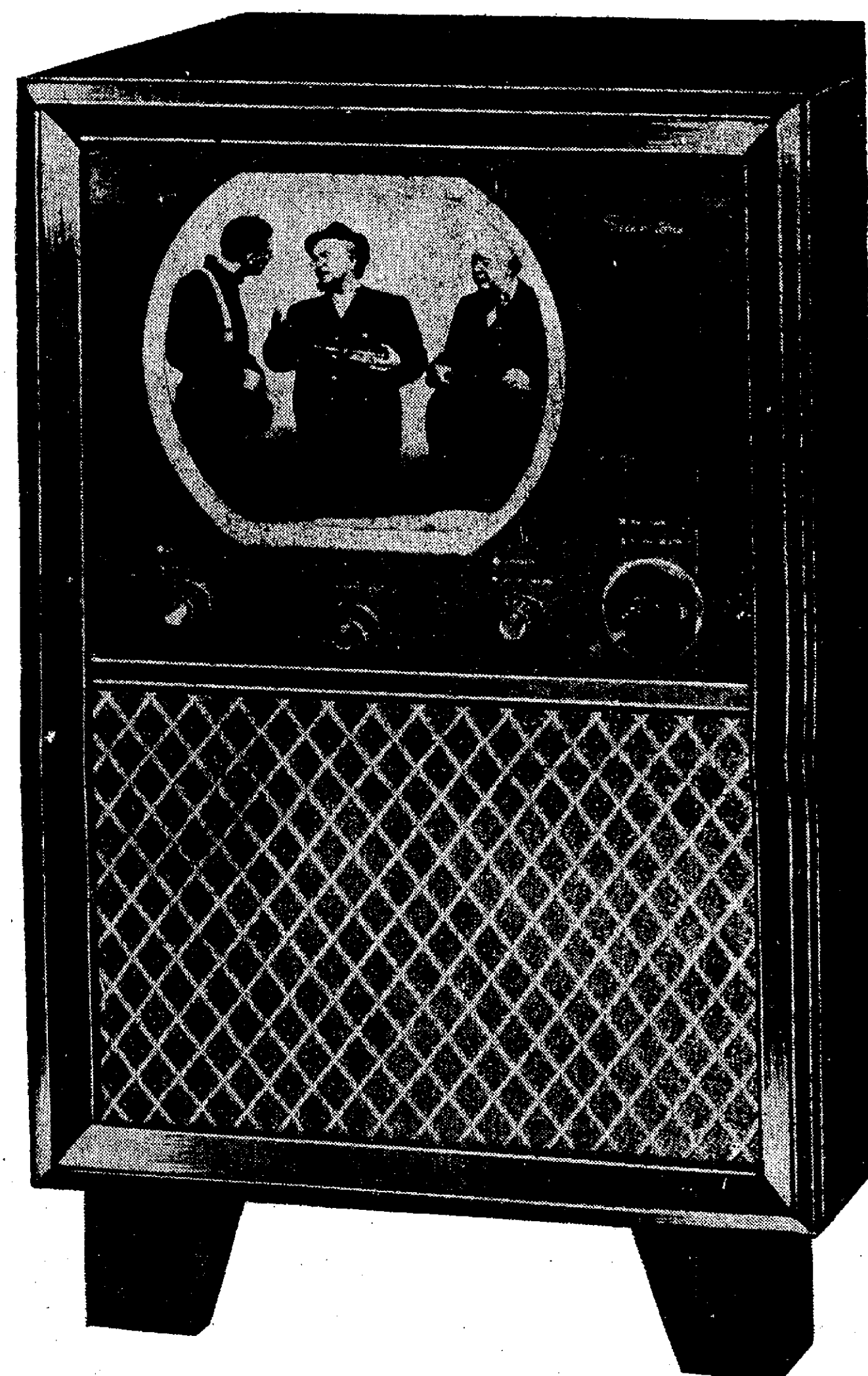
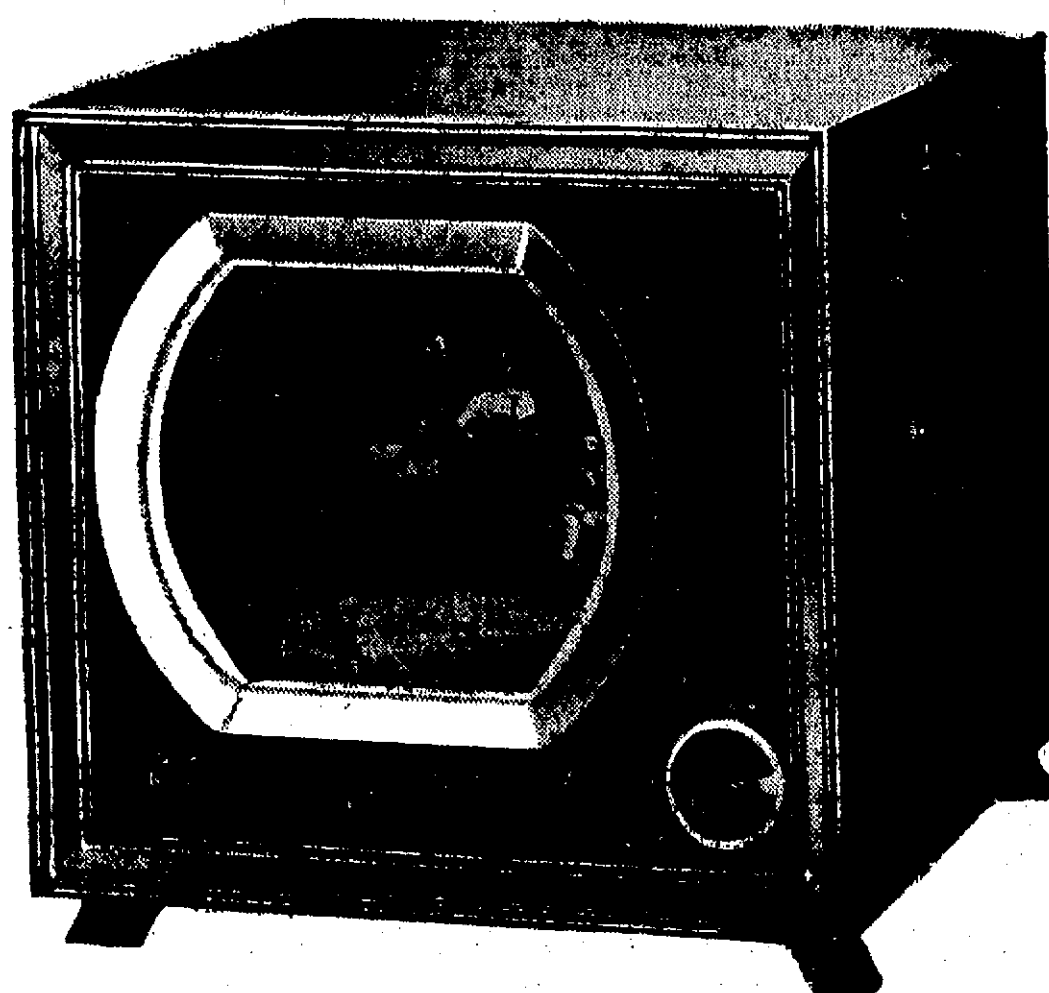
—because at SEARS your purchase is backed by a 63-year reputation for honest dealing.

—because SEARS, with a nation-wide network of stores, gives you positive assurance of service. You know we will be here tomorrow and tomorrow.

—because at SEARS you get the UTMOST in dollar-for-dollar VALUE, thanks to our cost-cutting straight-line distribution of merchandise.

—because at SEARS you are protected by an ironclad agreement:

**"SATISFACTION GUARANTEED OR YOUR MONEY BACK"**



A Star Performer! Big 12½-in. Screen

'Silvertone' Table Model

**244<sup>95</sup>**

\$10 DOWN, Sears Easy Terms, Usual Carrying Charge—Plus Installation

Top performance . . . top value . . . in a super-powered 'Silver-tone' that combines the finest features for your television pleasure. The clear-cut picture is free from interference . . . clear and steady without drift. You get the channel you want when you want it. The sleek modern cabinet is finished in rich mahogany veneers.

Table Model in blond veneer **249.95\***

Table Model in maple veneer **249.95\***

\$10 DOWN, Sears Easy Terms, Usual Carrying Charge—Plus Installation

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